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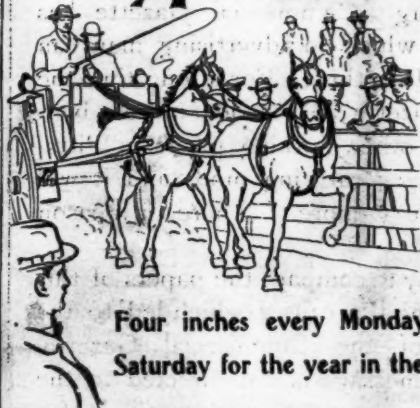
PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Geo. P. Rowell & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVII. NEW YORK, OCTOBER 9, 1901. No. 2.

A WINNING PAIR



Touch
Up
Philadelphia!

Four inches every Monday, Wednesday and
Saturday for the year in the

Philadelphia Record

Costs you	\$2,020.20
One Hustling Salesman,	1,300.00
	<u>\$3,320.20</u>

That is not much to spend to put your
Philadelphia business in good shape.
May be we can get you an agent. The

**Record's Circulation
is 185,000 daily**

THE COMMERCIAL GAZETTE

PITTSBURGH'S BEST

MORNING MEDIUM

The Pittsburgh Commercial Gazette has one distinction which no advertising man can under value. It is this: For a long time the Commercial Gazette has carried more advertising than any other morning paper in Pittsburgh. It is now carrying more and it will continue to carry more. There is reason why it should.

You have only to compare the papers of this city to determine the causes which led to the pre-eminence of the Commercial Gazette. However, this message is not directed to the generality of newspaper readers—it is for foreign advertisers in particular. It is sufficient for them to know that the Commercial Gazette is the best morning medium, and getting better. It is making lots of money for advertisers because much money is being spent to keep it at the head of the procession.

J. E. VAN DOREN

SPECIAL AGENCY,

Direct Representatives and Managers Foreign Advertising.

Boyce Building, Chicago, Ill.

Temple Court, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVII.

NEW YORK, OCTOBER 9, 1901.

No. 2.

THE OWL DRUG COMPANY OF CALIFORNIA.

A BUSINESS BUILT UP BY ADVERTISING AND GOOD MANAGEMENT.

The Owl Drug Company, with three stores located at San Francisco, Los Angeles and Oakland, is probably the largest retail advertising drug firm in the United States, and they probably spend more money in legitimate newspaper and other advertising than any other concern.

Because of this fact, the story of the Owl Drug Company is of interest to many readers of the Little Schoolmaster.

Mr. R. E. Miller, the manager of the Owl Drug Company, is a pleasant gentleman and gladly gave all the information desired in reference to the organization and history of this company.

The individuality of the Owl Drug Company is very much represented in the personality of Mr. Miller. It is a clean-cut, legitimate drug concern that buys in large quantities and sells the best of dependable drugs at cut rates to an enormous patronage—a concern that advertises its prices and manner of doing business and backs up its advertising.

"Mr. Miller, when was the Owl Drug Company established, and has the business grown to your expectations?"

"Well, has it! Probably from the looks of this store you would not think that we do a business of over \$600,000 a year, but it is a fact. We are doing business all the time, night and day. In over seven years, the front doors of this store have never closed. Competent men are on duty all hours of the day and night. We also do a large mail order business, filling

orders at cut rates for people living all over the Pacific Coast.

"The Owl Drug Company was incorporated under the laws of California in April, 1892, and we are the original cut rate druggists on this coast. Before our San Francisco store was opened cut rates on patent medicine and things of that kind did not prevail anywhere in the State. A combination of druggists called 'The San Francisco Druggists' Association' heard of our intention to open a cut rate store and endeavored to nip us in the bud. They called upon the wholesalers and compelled them to boycott us. It was a war to the knife from the first and was continued for nearly a year, when the wholesalers finally decided that our patronage was worth ten times that of any one druggist in this city and was more desirable than a boycott. So they refused to boycott us any longer and since then we have never had any difficulty in getting all the goods we wanted.

"The opposition to the Owl Drug Company on the part of the other druggists in this city helped to a very large extent to build up our business. These druggists believed that 'knocking us' and referring to our prices with sneers and reproaches would weaken us with the public, but it had the opposite effect and convinced the drug buyers that our advertisements declaring that we sold goods at cut rates were truthful, and resulted in a remarkable increase of business."

"What method of advertising did you use at the beginning?"

"We used large space in the newspapers. In fact, we have used nothing but newspapers to any considerable extent. Occasionally

we get out catalogues, circular matter, etc., but we believe that the newspapers are the best mediums for our business, and therefore spend a large percentage of our appropriation with them.

"We made contracts with the San Francisco papers before we opened up for business and declared our intentions with large type and sensational headings to cut the prices of drugs and patent medicines and save money for the drug-buyers of the Pacific Coast. We advertised that we would give every lady customer who visited us on our opening day a present, and we received immediate responses to our advertising. Our business has been a success from the day it opened.

"For years we have advertised the regular prices of patent medicines and our cut prices, thereby taking advantage of the advertising done by the manufacturers, and while we have been antagonized in a few instances by the manufacturers, we have no doubt encouraged the sale of their goods to the extent of many thousands of dollars. For instance, last year we sold over 15,000 bottles of Lydia Pinkham's Compound. Let me see—"

Mr. Miller took a book from his desk and looked over it.

"Last year we sold 167 gross of Cuticura Soap and 87 gross of Carter's Pills. I think you will find but few druggists who sell as much of these articles as we."

"How about the sale of your own preparations? Do you make medicines of your own?"

"Yes, we have a large laboratory a few blocks from here, occupying three floors, where we manufacture over 300 medicinal and toilet preparations. Most of these medicines are put up under our own name and are sold to customers as our own preparations, guaranteed to be exactly as we represent them or the customers can return and get their money. We explain to the customers that they are made in our own laboratory; that they are made from the formulas of responsible physicians and manufactured in the most accurate and

careful manner. Most of these preparations we are advertising through circulars given out in the store; also in the newspapers at certain seasons of the year. The sale of our own preparations amounts to a good deal of money each year."

"Do you buy your goods direct or through your local wholesalers?"

"Both. While we patronize the wholesalers to a considerable extent, we buy most of our large sellers in quantity lots direct from the manufacturers or jobbers. We pay spot cash for whatever we get and secure every possible discount, which enables us to sell at lower figures than other stores."

"It has been said that your prices are so low that it is impossible to give the best qualities."

"That is a great mistake. If you will look at our order blanks (and with this Mr. Miller handed me an order blank) you will notice that it says across the face in red letters, 'Unless otherwise specified, fill this order with the best quality of goods.'

"If you know anything about drugs and will visit our laboratory you will see that we use nothing but the very best and purest qualities. Our chemist has implicit instructions to return every shipment that does not come up to his most exacting test. One of the strong points we have made in our advertising is that we do not carry anything but the very best. We certainly have a reputation for giving our customers the purest drugs, for the increase of business in our prescription department justifies my saying so. Our three stores fill an average of 250 prescriptions a day at prices which are considerably less than other stores charge. We do not permit our store clerk to fill prescriptions. Our prescription clerks attend to prescription filling and nothing else. They are experienced men to whom we pay large salaries. These men have strict orders to fill every prescription exactly as it is written and never substitute under any circumstances. One of the reasons why our prescription prices are so

low is because we do not pay commissions to doctors. The stores that have to pay doctors commissions for the prescriptions sent to them must, of course, charge more in order to give the doctor his share. We desire the friendship of the doctors, but not at the expense of our customers."

"How do you handle your advertising—write it yourself?"

"We employ the services of an advertising concern in this city—one of the members of that concern is thoroughly familiar with our business and attends to all the details of the advertising. On the first of January of each year, we go over the advertising of the previous year very thoroughly, the amount of money we have expended, the increase in business and the papers used. During the year we keep a record of each sale and watch the results of the advertising very closely. This is carefully considered at the beginning of the year, when our new plans are made. We make an appropriation and endeavor to get the most advertising for that amount of money, but nearly all of it is spent with the newspapers. We demand good position for our ads and change them each issue.

"During the last year we have conducted special sales each week, that is to say, we pick out from ten to fifteen popular selling remedies or toilet articles and place them on sale for one week at specially reduced prices. For instance, the goods will be placed in the windows on Saturday night after twelve o'clock; window tickets will be marked with the prices of the goods and the ads will appear in the Sunday morning papers. These ads are also pasted on the windows and inside of the show cases throughout the store. The goods on special sale are grouped in one particular place in the store and several clerks are detailed to wait upon customers desiring these specials. The ads are published in the evening papers on Monday and Tuesday nights and are often repeated during the week. These sales continue from Monday morning until Saturday night at twelve o'clock

and a record is kept of everything that is sold.

"We have seen more direct results from advertising since we started this series of special sales than ever before. While we always knew that our advertising paid us, because our business increased month by month, we were never able to trace direct results as we do at present.

"The other day we advertised witch hazel at 15 cents for the 25-cent bottle, and before the week was over sold 2,800 bottles."

"Well, isn't it the habit of some druggists to advertise goods at cut rates, and when the customers call, the clerk informs them that the goods are sold out?"

"I believe that is done in some stores. We could not afford to do it here. In the first place, we do not advertise an article unless we have plenty on hand to satisfy the demand, and should the demand exceed the quantity on hand, we go to the wholesaler and buy it, even if we lose money on the sale. We had an instance of this a few weeks ago. We put Hires' Rootbeer on special sale at two packages for 15 cents. This was a mistake, for we intended it to be two packages for 25 cents. The regular retail price of this article ranges from 15 cents to 25 cents a package—our usual price is 15 cents. We intended to make the price two for 25 cents, or 12½ cents for one package, but the printer made a mistake and made it two for 15 cents. Hires' Rootbeer costs a druggist about 12½ cents a package, and every time we complied with our advertised offer we lost 10 cents, or \$7.20 a gross. During that week we sold 20 gross of Hires' Rootbeer, and we passed it over the counter just as cheerfully as though we were making a dollar apiece on each package. It would have been easy enough to run out of this, but we could not afford to disappoint our customers, or give them any reason to lose confidence in our advertisements. Of course, many druggists took advantage of this low offer and sent around for Hires' Rootbeer, but we could not help that, and we believe that the

advertising we got out of selling it at such a low price more than paid for our loss."

"How many stores have you, Mr. Miller?"

"We have three stores. This is our main store in San Francisco. We have one at Oakland and one in Los Angeles. The Los Angeles store, by the way, has been engaged in a fight for over a year with the Retail Druggists' Association of that city. This association has compelled the wholesalers to boycott us, but notwithstanding this, we get all the goods we need and we have been advertised right along by those fighting us. Our business is over 50 per cent better in Los Angeles than it was before the boycott. This boycott gave us an opportunity to bring the matter into court. We sued the wholesalers and retailers for conspiracy, but lost the suit, the judge deciding that the Drug Trust has a right to combine and maintain high prices. We had no idea of winning this suit; we simply wanted to get the decision, which we spread broadcast over the State. This decision was a fine advertisement for our low prices, and that is what people are looking for, especially when we serve them up with quality."

"About how much do you spend in advertising?"

"Well, between \$25,000 and \$30,000 a year for all our advertising."

WHY IT FAILS.

A great deal of advertising fails to pay because it has been prepared without a purpose. The one who wrote it didn't have any definite end in view. He did not know what he would do to follow it up or in what way he could reach the point of his desire, even if he had such a point. This sort of advertising is not as valuable as the sort that is consecutive—the part of a system—a page or step in the plan that has been laid out intelligently. The advertiser who can make such a plan, who can make each announcement a separate argument helping to convince the public will usually find results equal to his deserts and the success of his efforts measured by his own earnestness.—*Advertising World.*

THE picture of W. L. Douglas, the shoe man, is appearing in about 8,000 publications. Photographers do not get an order like that every day.—*Advertising Experience.*

IN SOUTH AFRICA.

Consul-General Stowe, of Cape Town, Africa, is very sanguine over the prospects for American trade in that quarter of the world. The losses by war must be replaced, he says, and these losses cover almost everything that enters into life—the implements with which to till the soil; the habiliments of mankind; the household necessities, and even luxuries; the beasts of food and burden; the stocks of goods of the merchant, now depleted or destroyed; vehicles for at least farm and freight use; machinery of all kinds for the farm and the mine; apparatus for lighting cities and houses; equipment of railways and cold storage plants; telephones, telegraphs, bridges; structural iron of all kinds, including pipes and tubes; water installations for cities; builders' hardware, etc. The land of South Africa is adapted to the production of sugar and fruit, of cotton, coffee and tobacco, and capital will enter to develop these industries. Large additions to the machinery and plants of the gold and diamond mines will be found necessary, and recent orders from America, amounting to \$5,000,000, emphasize the efficiency of our mining machinery. English colonists, loyal though they may be, must buy where they can get the best goods for the least money and at the earliest delivery.—*Leslie's Weekly, New York*

MUST PRINT THE ADS.

"A New Departure Company," of Boston, through B. G. Underwood, of that city, has filed papers with the Third Assistant Postmaster-General requesting the postoffice department to withdraw all postal privileges from such newspapers as refuse to print any or all advertisements which may be offered to them. In the petition filed the declaration is made that a newspaper claiming second-class postal privileges is compelled to print advertisements, no matter how objectionable they may be to the proprietor of the paper or its readers.—*Editor and Publisher.*

MAIL ORDER PHRASE ILLUSTRATED.



"BEAUTIFUL BUST DEVELOPED WITHOUT INSTRUMENTS."

You
Can not Reach
Readers of

The Sun

Through
Any other Daily
Publication.

Address
THE SUN, NEW YORK.

A TYPOGRAPHICAL ILLUSION.

There is but one kind of deception that may be used in advertising, and that is the kind that came in with the radical typography of the *Saturday Evening Post*. Ten years ago everything from a newspaper to a four-page circular was printed in monotonous columns of solid type, with nothing but leads and initials in the way of variety. A newspaper page, set in minion and printed upon pulp paper, is not the freshest or most attractive thing in literature, nor the likeliest to appeal to readers. The *Post* publishers realized this, so the new way of "playing up" matter was evolved and overran the land. It is one of the most radical departures ever made in printing, for it is a subtle method of making matter appetizing and attractive. By breaking up the pages, keeping each story to itself under a plain head, a page of matter is made something more than a page of matter. By typographical illusion it is made to appear better and taste better. It is as much improved as biscuit are by being put up in neat cartons.

Such an advance in the art of attracting attention should not be allowed to go unutilized in advertising. The custom of putting a border around an ad is now general, and is as much as can be done for small ads. But when page spaces are to be filled this style of "playing up" makes it possible for an advertiser to work typographical wonders.

A department store page with the firm's business heading across the top and the different announcements packed in columns beneath it is no more attractive than the Wall street page of the *New York Evening Sun*. Like the financial page it will be read for its information, but not so generally as if it were cut into "eyefuls" and put into cartons. The hosiery bargains must be separated from the blanket sale announcement, fenced off in neat round-cornered borders, enlivened with a small cut and arranged upon the page with some regard

for good composition. Then it will be more attractive as a page and more attractive to read. If it is a page dealing with something beside department store merchandise there is even greater opportunity for effective arrangement. An ad for an Arkansas land company or a Texas oil well can be gotten up in exact imitation of a *Post* page and be made eminently alluring. Most ads that run to a page can be separated into small divisions. Not only will the page gain in sightliness, but in effectiveness, for the *Post* style makes it possible for readers to digest matter more rapidly. In fact, it is a sort of pre-digested literature. The reader does not tire. He does not have to begin at the beginning of the story and follow it as though it were a ten-mile stretch of railroad track. He browses from one sediment to another, getting the whole of it eventually, without realizing what an immense deal of reading he has done. It is the difference between taking him to a soda fountain where one syrup is sold and into another where he can have his choice of a dozen. "Will you read what the Honorable Congressman Jones says about our oil well, gentle reader? Or wouldst rather ponder these quotations and specifications? Strawberry or vanilla—take your choice, or have them mixed, if you will."

The *Post's* style has another advantage—one that Sunday editors everywhere have paid tribute to. The Philadelphia weekly is known to the entire reading public, and the associations that its style brings up are usually pleasant, thanks to able editing. Its box headings have become almost a guarantee of entertaining reading, and many a dull tale has been palmed off under imitation ones, for when a reader has been entertained in the pages of the *Post* he is willing to read a good many imitations upon sheer speculation. By following this style, therefore, one reaps the benefit of this bit of psychology.

ADVERTISING space that sells for practically nothing is usually worth about what it costs.

According to the
American Newspaper Directory
for June, 1901, the

Des Moines News

is credited with the

Largest Circulation

accorded to any daily paper

In Iowa.

WITH ENGLISH ADVERTISERS.

By T. Russell.

The most remarkable development in English advertising since I last wrote in *PRINTERS' INK*, is the discovery, by an ingenious American, of the fact that the English people, as a whole, can be trusted. This simple fact, which apparently no one had suspected before, has been the basis of one large business, supported by much the best advertising which has appeared in England for the last two years—I mean the business of the Clark Company, in the sale of standard works of literature, encyclopedias and so forth, through newspapers, on the instalment plan. The discovery that you can deliver the entire piece of merchandise on payment of the first instalment, and yet get the remaining instalments faithfully paid over month by month, made this business. I do not think that the scheme of connecting each set of books with some newspaper (the *Times* Encyclopedia Britannica, for instance) had a great deal to do with it.

But this is not all. Thousands of volumes have been sold in this way, and now all sorts of other merchandise are similarly offered. The weekly newspapers of general circulation are full of advertisements into which this feature enters. The scheme spread first to gold watches; now it is all the way down to three-dollar-fifty barometers—in three instalments; and of course furniture has been sold on this plan for years. Catesby's, the best of the popular firms in that class of trade, being excellent and most persistent newspaper advertisers and early disciples and exponents of the "change of copy" plan. But instalment plan advertising has never before held so large a field as it does now. Even electric belts are thus sold with success, a class of merchandise to which, on general principles, one would not have thought the system well adapted. The whole thing is one more illustration of a fact often noted in the experience of advertisers, namely,

that if you show confidence in the people, the people will reciprocate by believing in you.

There has, concurrently with this, been a decided increase in the bulk of mail order advertising generally, and there is everywhere a tendency on the part of advertisers to come into direct contact with the public wherever possible. The publication of addresses in advertising goods destined to be sold through retail shop-keepers is far more usual than it ever was before. The reason of this is simply the persistency among retailers of substitution; advertisers are glad of any opportunity to come into direct communication with consumers, in order that the latter may be saved from the substitution fraud. Substitution is more prevalent than it ever was before, in spite of advertisers' strenuous efforts to prevent it.

It is not difficult to foresee that the effect of substitution will ultimately be the entire extinction of the retail trader. Owners of proprietary goods of all sorts will eventually, I think, combine to retail their own goods and cut out the substituter altogether by underselling him in his own bulk-ware. It would very well pay medicine advertisers, for instance, to form a huge trust, to open shops in all large towns, and sell their own proprietaries at face price. They would—and will—refuse to sell to the present retailers at all, and thus drive the latter from their counters, by selling drugs, and dispensary prescriptions, at or under cost. No one will pity the displaced retailers, who will have brought this upon themselves by their unscrupulous substituting, just as they brought upon themselves what they now call the "cutting" evil—cut prices—a quarter of a century ago.

I said years ago, in *PRINTERS' INK*, that if one were asked to name the most ingenious advertisers alive, it would probably be impossible to award the palm to professional publicists. For, after all, the best that the best of us can do is to write our advertising and get it printed and circulated at a great cost (and, if we do it pro-

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perly, with profit); but the unprofessional publicist gets in ahead of us, and secures not mere "full-length - next - matter - top - of - column," but matter itself; and gets it free. Yes, and he gets it written free, too; the newspapers do it for him free—and better than he could do it himself. He does not have to do anything but rake in the profits.

The cases of the two English novelists most widely read to-day are instances in point. This lady and gentleman have reached their proud pre-eminence by methods certainly not literary, for every critic has ridiculed them. But they are people of such importance that they can't be ignored. They have been advertised—free—into that position; just how, it would take too long to tell. Their skill, however, pales before the transcendent genius of Sandow, the professional strong man and physical-school master, whose advertising prowess I have remarked on in PRINTERS' INK before. There never was any one in this country who got into the papers so often and so ingeniously as Sandow; no one—not even Hall Caine—who has done it with the same fine air of wondering (like Mr. Vincent Crummies) "who puts these things into the papers." Indeed, I sometimes wonder whether it is not the most extraordinary luck which pursues him, for he cannot even get involved in a law suit—ordinarily a sufficiently undesirable experience—without his system, his school and his celebrity coming out strongly in the newspaper reports.

The latest of his appearances, however, is a well-organized scheme. Some years ago Sandow said he would give prizes to the most successful students of his method. He said so in a book which had a large general sale at a shilling and was a splendid advertisement for the author and his products—none the less because it was in itself a good handbook of physical culture. Well, last week Sandow had the Albert Hall—the largest concert building in England—to award the prizes in. Sandow's pupils performed Sandow's exercises with Sandow's patent (proprietary) dumb-bells and Sandow's muscle machine. Sandow's competitors, in an advanced state of what Hans Breitmann calls "nodings on," paraded and posed under Sandow's directions, and three eminent men (Conan Doyle was one of them) "judged" their developed forms. Then Sandow exhibited his own prowess in Sandow's exercises; and finally Sandow presented Sandow's pupils with Sandow's prizes. The prizes took the form of handsome statuettes—in gold, silver and bronze—of Sandow. It took from half a column to a column to report this, and very few papers in the country got along without reporting it.

The "physical culture" business shows up a good deal in American advertising. Probably there is a hint here for some one. But Sandow is a genius.

ADVERTISING at the present time is as much a part of business as is buying and selling.

An Educator's Estimate.

"THE EVENING STAR is everything a newspaper should be."

(Signed)

W. F. HARRIS

(Commissioner U.S. Bureau of Education).

Washington, D. C.

M. LEE STARKE, Representative { New York, Tribune Bldg.
Chicago, Boyce Building.

A "GUSHER" IN MINIMUS.

One of the most striking window attractions seen in New York in a long while is now in the window of the Lucky Dime Oil Company, 456 Broadway. It is a Texas oil well in miniature, gushing a stream of real, crude petroleum over a model derrick, filling the neighborhood with an atmosphere and a smell of oil, and conveying vividly to thousands of people the reality of something they are familiar with only in the abstract. The model is fed by a pump and motor in the basement, requires little attention and is extremely simple in idea and construction. But it is one of the sights of Broadway, even to habitual travelers of that thoroughfare, and from morning till night it is hid by a throng of people of all classes, from the laborer with his pick to the clothing jobber with his brand-new tile.

"The newspapers have been full of oil stories the past year or so," said Mr. Daniel J. Moore, vice-president of the company, "but I thought it necessary to give folks a clearer and more impressive notion of a real Beaumont 'gusher' than can be conveyed in words or pictures. The actual well itself is a wonderfully striking thing, so I set to work upon this model in the endeavor to reproduce some of its effects. After considerable tinkering I have finally got it into working condition. Yes, I am sole inventor. Does it attract stock-buyers? It attracts everybody! We have had it in continuous operation three days now, and upon each of those days we have given out over ten thousand circulars to people who stopped and came in for information. We could very easily have given out fifty thousand by distributing them broadcast on the sidewalk. But we give them only to those who come inside the store, and we put up each circular in an envelope, with application blanks, a sheet enumerating our references and a booklet giving the history of the company's wells. If this matter were given out loosely the sidewalks

hereabouts would be strewn with it, but the envelope makes a compact, attractive package for the pocket, and most of those who receive one put it there and take it along for reading at home.

"The display cost about two hundred dollars to build, and is run at an expense of from one to two dollars a day. We have its counterpart at our Chicago office. It uses about a barrel of petroleum over and over, and is exceedingly simple. I have no doubt the principle could be used for other window displays. I make such an attraction and use it until it has lost its novelty. Then I look into my brain for something else. I have always used advertising wherever my interests demanded.

"We are using newspaper ads, too, in New York and Chicago. We shall spend between \$4,000 and \$5,000 here in newspaper space. We have already used the *Herald*, *World* and *Journal* with satisfactory results, running about four six-inch double column ads through the week and twelve-inch four column ads on Sundays."

JAS. H. COLLINS.

ILLUSTRATED TESTIMONIAL.



"DEAR SIR—I HAVE USED ONE OF YOUR ELECTRIC BRUSHES. IT IS A GREAT SUCCESS AND HAS EFFECTED A REMARKABLE CURE."

Increased Circulation

OF

The Evening Wisconsin

FOR THE FIRST SEVEN MONTHS

	1900 Daily Average.	1901 Daily Average.
January	17,980	20,209
February	18,873	20,385
March	18,981	20,073
April	18,765	20,403
May	19,096	20,406
June	19,431	20,040
July	19,042	19,984

THE BOSTON DRUGGISTS.

HOW THE GO-AHEAD HUB RETAIL DRUGGISTS SEEK TRADE AND PUBLICITY—SOME NOVEL WAYS.

The druggists of the Hub are alive and an energetic set, and are thoroughly abreast of the times and right up-to-date in their advertising methods.

Yale, the pharmacist, had a life-size outline of a man made the very day the President was shot, diagramming just where the bullets hit and tracing in red their probable course, and displayed this in his show window, giving besides the daily pulse of the patient.

Knight, the apothecary, was the first to seize onto the idea of utilizing a big chunk of the new artificial ice for advertising purposes. A plant for the manufacture of hygienic ice has just been started in Boston, and he had a cake frozen with one of his business cards way in the center of the block of ice, and this he proudly displayed in his show window until it melted away.

The pneumatic tube system of delivery has just been installed in Boston, extending a distance of ten miles into the suburbs, and Woodward, the druggist, made a hit by advertising to deliver telephonic orders for goods via the new pneumatic tubes in less than fifteen minutes to any part of the Highlands.

Another druggist—Gardner, of Franklin Square—has in his windows the miniature models of the yachts now sailing in the Cup races. They are rudely made, though follow the lines of the 90-footers pretty well, and their sails have a word or two on them about Gardner's Hair Soles.

Epstein, the cut rate druggist, with stores at 129 Summer street and 12 Tremont Row, marks all show window goods in this way: "Talcum Baby Powder, 5c., or go pay 20c. elsewhere," and claims it is the most convincing way to prove cut prices.

A good take-off is done by a druggist on Hanover street, who emphasizes the jump beans have taken in price, to the dismay of all Hubites, by stringing a lot of

beans high up in his show window and placing in it a placard reading: "Beans Are Way Up. Drink Our Soda; It's a Luncheon in Itself. Only 5c."

Lewis & Co., Adams Square, have a practice that is peculiar to the trade of giving back the original prescription after being carefully copied, verified and numbered. Mr. W. C. Johnson, assistant manager and chief in charge of the prescription department, says he is certain that the returning of the doctor's original prescription has helped that branch of their business.

Paul C. Klein, at Tremont and Boylston streets, regards his electric sign of four letters, only saying "Soda," as the best ad he ever had. He does a big evening trade, and the bright glow of the electric sign attracts as nothing else could.

Druggist Hubbell, of Hubbell & McGowan, at Washington and Newton streets, when asked what he regarded as the best advertisement he ever had, pointed with pride to a placard in his window that said: "Hospital and dispensary prescriptions filled at customary low prices." He added that this card cost him 25 cents and had probably brought several hundred dollars' worth of business.

The firm of Jaynes & Co. and W. A. Chapin, corner Summer and South streets, have an eye-attracting perambulator on the street consisting of a covered wagon so constructed as to almost hide the horse from view—in fact, all of his horseship is hidden excepting his head, and the driver is also out of sight, and as the sides of the odd-looking vehicle have signs that are well painted in bright colors it makes a good street ad. Mr. J. S. Alley, manager of the store, says the firm is well satisfied that it pays them, and he also added that PRINTERS' INK must have an extensive circulation, as whenever one of their mechanical window exhibits are mentioned in the Boston correspondence, they receive inquiries about the devices from all parts of the world.

Jos. L. Parker, at Tremont and

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Eliot streets, has a novel way of advertising by letting out umbrellas on rainy days with his ad on. He requires a deposit of 50 cents but charges only 10 cents for the use of the umbrella.

Another druggist lets out invalid chairs for a small consideration, stipulating that he receives the trade of the family while the chair is in their possession.

The best window displays round the Hub are made by Cascarets, Ripans, Orangine and Burnett's Breathlets. The first three named use collapsible cartons and lithographs in making displays, but the Breathlets people have something new and a genuine novelty. It consists of cut-out card-board white doves and pink cupids, which are profusely suspended in a show window from wires above. Each figure says "Use Breathlets."

That many druggists or their clerks in Boston are attentive readers of PRINTERS' INK is proven by the fact that they make use of so many ideas mentioned in the Little Schoolmaster. Nearly every drug store in town now has that sign in the doorway saying, "Have you forgotten anything?" that was suggested by one of your correspondents not long ago.

A WANT AD PLAN.

A friend of PRINTERS' INK, who occasionally reads want ads for recreation, thus refers to a plan adopted by the Sunday *Inter-Ocean* of Chicago to stimulate interest in its want column:

I was thrown into something resembling a fit Sunday as a result of running my eye casually over the want columns of the *Inter-Ocean*. It appeared to me that certain of the advertisers had gone insane or else that the gentleman who arranges the matter in the pages had gone drunk. This was the first ad that astonished me:

16 Astor st., near Division st. and the Lake—Artistic, original; best home living in Chicago; room with board, \$5 to \$9 per week.

And nearer, clearer, deadlier than before;

And I had no more than recovered my equanimity when I saw this and broke down again:

7 E. 22d st.—Elegant house; finest room, location, and best board at moderate prices.

No sleep till morn, when youth and pleasure meet,

Merciful heaven! I thought—the millennium! Here is an honest keeper of a boarding house who frankly admits his board, at from \$5 to \$9 per week,

to be nearer, clearer, deadlier than before! And another frankly announcing that at his house there is no sleep till morn! I went on, and presently I found this:

For Sale—Business corners, ripe for improvement, on street car crossings and at elevated stations. Knight & Marshall, 97 Clark st.

Or the car rattling o'er the stony street,

It has a slightly demoniacal ring, but is not particularly significant.

A man in Jesup who wants to sell a stock farm closes his announcement prettily with the words:

On with the dancel! let joy be unfined;

A medical institute which cures things by mail declares all transactions to be strictly confidential, and then cries out:

Arm! arm! it is—it is—the cannon's opening roar.

which might reasonably be expected to disconcert the shrinking, timid soul that yearns for treatment.

I ceased reading at this point, but I doubt not that there were other ads fully as peculiar as these. What I wanted was an explanation. It was not difficult to find.

The verse of a poem is scattered each Sunday throughout the want columns by lines, and three prizes—\$3, \$2 and \$1—are offered to the first three people who find the lines and paste them together and name the author and send them to the prize editor.

It is quite entertaining, but how do the advertisers like it?

WAITING A FAVORABLE TIME.

"Did you ask the old man for his daughter?"

"Not yet."

"Why not?"

"I'm going to wait until he begins to feel the benefit of his fall advertising."—*Cleveland Plain Dealer*.

ILLUSTRATED NEWSPAPER EXPRESSION.



"A BACK NUMBER."

THE SUNDAY EDITIONS.

Somebody has felicitously dubbed the Sunday edition of the metropolitan newspaper the "rapid-firing gun" of advertising. No words could more aptly describe the functions it performs and the manner in which it performs them.

This edition—the development of the past ten years—has also been described as a Sunday magazine. That simile is pat from another point of view.

In view of the fact that to-day the Sunday edition exceeds in some cases in amount of reading matter the remainder of the output of the sheet of which it is part, and that in some cases its circulation is asserted to be more than half a million copies, and that a decade ago it actually had no existence and had probably barely been conceived even by the shrewdest and far-seeing journalists, this development must be accounted for as one of the marvelous achievements of an era of marvels. It is to be doubted if even after its institution as now evolved, its possibilities were recognized at the beginning. But then the Sunday edition as to-day constituted is a development—a development without a precedent. It would be difficult to foretell what it will have become ten years from now. Although perhaps not an ephemeral creation, it is not probable that it has reached its last stage, but appears to be now only resting, before taking another step in its process of evolution.

Its interesting phase, at least from the view-point of the readers of **PRINTERS' INK**, is its relation to advertising. Here it has filled a place that had previously not been occupied at all. The want may have been felt, but only in a vague way. Some practical medium which would permit the advertiser to learn almost immediately the attitude of the public towards the product he wished to place before them.

Its worth as a medium of this character was not immediately grasped. This conviction probably came to the minds of adver-

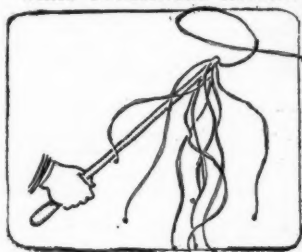
tisers after its development had been assured. There was no medium which would compare, in rapidity of returns. This alone makes it valuable to the advertiser.

It may be said that the reading, and more especially the pictorial contents of the Sunday editions is such as to make the judicious grieve. Few will have the hardihood to gainsay this. But true as this is, does it in the slightest affect the value of the edition as far as the advertiser is concerned? In this connection Lincoln's well-known saying, pat to the occasion, must be borne in mind: "If a fellow likes that sort of a thing, that's just the sort of a thing he likes." The wonderfully growing circulation of the more popular Sunday editions is pretty sure evidence that the people like that sort of a thing.

Another advantage to the advertiser given by the Sunday editions, and scarcely to be overestimated, is that he may quickly discover any mistake that he may be making, and set it right.

Another consideration, but one which can barely be hinted at, is how comparatively little capital is required in beginning a campaign in the Sunday editions as against all the old mediums. It is not alone that rates are so much lower, but that by reason of their general circulation they reach some of the classes aimed at by nearly all advertisers. If the advertiser keeps a close watch, therefore, he ought to be able in a few weeks—at most three—to gain the desired knowledge. J. W. SCHWARTZ.

WHAT PUBLISHERS ASSERT.



"RECOMMENDED AS A SUPPLEMENTARY
AID TO EDUCATION."

The New Weekly

Founded, owned and controlled by
The Medical Profession of America.

American Medicine

Edited by GEORGE M. GOULD, A. M., M. D.

AMERICAN MEDICINE owes its inception to the expressed wishes of thousands of physicians in all parts of the country. It has already a guaranteed weekly circulation of 16,000. Over 9,000 physicians are stockholders.

From PRINTERS' INK, May 8th.

A weekly journal published in Philadelphia, called **AMERICAN MEDICINE**, is an infant in point of age and apparently a giant in strength having more pages and more advertising than any other medical journal and some people say a *larger subscription list*. Just what the secret of this success may be, and whether it is ephemeral or permanent, is exciting the interest of all who watch the progress of medical journalism.

Cleveland JOURNAL OF MEDICINE Tells Why.

AMERICAN MEDICINE is a model of journalistic excellence from whatever point it is viewed. Its editorials are keen and ring true; it is full of love for the profession of medicine; its originality is apparent; its typography and paper are unusually good; its first number was the largest ever issued by an American medical journal; and, in fine, **AMERICAN MEDICINE** is a pronounced and fixed success from the very start. Owned and absolutely controlled as it is by a large number of the leading physicians of all parts of our country, it deserves the support of every physician.

ADVERTISE TO DOCTORS.

Physicians are perhaps the most influential class. Their judgment is accepted as final in most families. Therefore, even with articles not primarily intended for prescription, advertising to physicians proves profitable.

Almost every physician has at least twenty-five families under his care. Families average five members. Thus 125 times 16,000 represents 560,000 individuals indirectly reached through our regular readers alone.

Nearly all the great Pharmaceutical and Chemical firms advertise in **AMERICAN MEDICINE**. Refer to any of them for an opinion of its advertising value. Ask your doctor how it stands professionally.

During October, November, December and January "American Medicine" will reach, besides its regular subscribers, every practicing physician in the United States and Canada.

This offers an unique opportunity for securing the attention of the *whole* American profession.

An article of merit should be introduced *right*. Reach the PHYSICIANS, secure their indorsement and thereafter you have a firm foundation to work upon.

Advertising Rates: \$16 per page per issue, smaller space pro rata.

Forward copy with order. Or send circular matter and we will prepare advertisement and submit proof; no extra charge. Our experience in talking to doctors is at your service.

H. D. REYNOLDS, Manager.

AMERICAN MEDICINE PUB. CO., 1321 Walnut St., Philadelphia, U. S. A.

THE GROWTH OF CITIES AND ITS RELATION TO ADVERTISING.

The census, which is provided by the government at a cost of about \$15,000,000, is the most important aid in the study of advertising. There, and there only, is shown the relative wealth, the measure of education, the proportion of home-born as compared with foreigners, the growth of cities, or the decline of population in certain districts.

Far more than half the well-advertised articles of the day find the bulk of their sale in cities and towns. The increase of the urban population should bring with it a proportionate increase in their output. If it does not, it is safe to infer that some rival article is gaining ground, or that the public was losing interest in the goods.

Our American life is a most inspiring study in connection with this growth of cities. To-day nearly one-third of our entire population dwells in towns of over four thousand inhabitants. Twenty years ago about one-quarter could be classed as "urban." This rapid growth of city life increases the demand for articles of luxury, and the extraordinary improvement in transportation facilities now brings twice as many possible buyers within range of the city stores. The cities have grown, but their reach for trade has extended even more rapidly. Their temptations—bargains catalogued and pictured in the daily papers—are too strong for rural minds to resist, especially when a five-cent car fare will often carry them fifteen miles to the great stores, whereas but a few years ago such a trip would have cost from thirty to forty-five cents.

The sudden building up of a city creates conditions which do not exist where the conditions of population have been longer settled. Brooklyn grows rapidly as a result of the overcrowding of New York. Her people are gathered from all parts of the country. Their tendency to take an interest in new articles is greater than that of the Philadelphians, whose foot-

steps follow closely in those of their forefathers.

Iron is found in the South. Birmingham springs up in Alabama, but is hardly a Southern city, as its main force comes from Pennsylvania. Its purchasers will reflect that fact and will in no wise be a fair indication of the general conditions of the State.

Some small town, on the coast or at some healing spring, will become suddenly fashionable. Its population will double, but it will probably deserve even more consideration than the figures seem to justify, since the transient population is not counted, and is probably far in excess of the number of settled residents.

It is an interesting and an inspiring picture that the census spreads before the advertiser. Growth, progress, expansion, the amassing of enormous wealth—not in money alone, but in power over time, and space, and nature—nor in the hands of a few only, for the average wage and the average wealth improve with each decade that is recorded.—*Artemus Ward, in Fame.*

CAUSES FOR SMALL WAGES.

Every employee pays for superintendence and inspection. Some pay more and some less. That is to say, a dollar a day man would receive two dollars a day were it not for the fact that some one has to think for him, look after him, and supply the will that holds him to his task. The result is that he contributes toward the support of those who superintend him. Make no mistake about this: incompetence and disinclination require supervision, and they pay for it, and no one else does.—*The Philistine.*

WHAT PUBLISHERS ASSERT.



"A RISING MAGAZINE."

473 Million Dollars to Spend!

The Gold produced from 20 Klondikes
and Alaskas Is Not In It with This
Bumper Crop of the Northwest. . . .

THE MINNEAPOLIS JOURNAL

Is the Greatest Paper of this Section.

Advertisers Get the Greatest Results in
The Journal. That is why they use it more
than any other paper in the Northwest.

FIGURES THAT PROVE IT.

Measurements for August, 1901.

	COLUMNS.
MINNEAPOLIS JOURNAL, 27 days, . . .	952
Minneapolis Tribune, 31 days, morning and evening and 4 Sundays,	813
Minneapolis Times, 31 days and 4 Sundays, .	667

The Journal also ran 1,422 more Paid Wants in 27 days of
August than its nearest competitor did in 31 days, which shows that
it is the leading Want Ad Medium of this section.

204,000,000 Bushels Wheat.....	\$141,000,000
111,000,000 Bushels Corn.....	56,000,000
35,000,000 Bushels Flax.....	49,000,000
86,000,000 Bushels Oats.....	29,000,000
26,000,000 Bushels Barley.....	15,000,000
Miscellaneous Products.....	21,000,000
22,000,000 Bushels Potatoes.....	22,000,000
4,000,000 Tons of Hay.....	42,000,000
Wool, Eggs, Poultry and Stock.....	45,000,000
Product of Creameries.....	52,000,000
Lumber cut, 518,000,000 feet.....	7,000,000
12,000,000 Tons Iron Ore Shipped.....	14,000,000
Total.....	\$473,000,000

C. J. BILLSON, Manager Foreign Advertising Department,

TRIBUNE BUILDING, NEW YORK.

STOCK EXCHANGE BUILDING, CHICAGO.

THREE HUSTLING DRUGGISTS IN NASSAU STREET.

"An attractive stock of staple drugs, toilet requisites and cigars—our window display to draw people into the store—our soda fountain to convert them to customers—good store manners, cleanliness and prices neither above or below what other folks are getting, to retain trade."

Upon this simple business platform three young men who compose the firm of Reid, Yeomans & Cubit have, in a year and odd months, built up a prodigious retail drug business at No. 140 Nassau street—a store that has been the grave of half a dozen previous retail enterprises.

If a young druggist, looking about New York for a likely place to open a retail drug store, were to walk into the canon known as Nassau street this morning, he would probably give very brief consideration to No. 140—unless he knew something of its inner history. In fact, Nassau street itself would hardly appeal to him at all as a thoroughfare where drugs could be sold, for from end to end it is given over to fretful mortals who are on their way to make millions, and who have small time for drugs—mortals who jostle one another off the futile little sidewalks, skip around and between trucks, run under the noses of cab horses and make Nassau street a place of peril for corns and ribs. A young druggist would be justified in hurrying out of Nassau street forthwith.

And No. 140 is, just now, the most unattractive spot for a retail drug store to be found in the whole length of the gorge—outwardly. It is buttressed in with great beams, forming a long, dark tunnel scarce five feet wide, and looks, when one finally fights his way to the door, like the entrance to a silver mine in the heart of the Rockies. Yet from 7 till 7:30, six days in the week, this store is filled with people who buy various things of Reid, Yeomans & Cubit. Furthermore, each day brings an

increase of trade, with indications that it will keep on increasing.

When the present occupants took No. 140 under consideration there were several reasons why a retail drug store should have met failure there, and the extremely simple methods by which they have built up an enviable business in spite of these reasons are well worth study. For one thing, the people who pour into the Wall street district each working day, and who make up Reid, Yeomans & Cubit's customers, have little time to give to drugs during their business hours. According to Mr. Yeomans, president of the company, there are but half a dozen physicians in the whole district. The prosperous population of the sky-scrapers has its family practitioner at home, is little given to buying patent medicines and buys its drugs almost exclusively in the residence parts of the city. Again, the district is populated almost wholly by men. Woman is represented by a scant minority of stenographers, clerks, cashiers and brokers' clients. Lastly, No. 140 had been a scene of retail failures for several years before Reid, Yeomans & Cubit took it. A saloon, a book store, an auction room, a "gents'" furnishing store and a restaurant had met disaster there successively.

The members of the firm were interested in two pharmacies in Brooklyn when they began to consider their present stand in the spring of 1900, and after they had gone over the pros and cons of the problem carefully they decided that, though there were many reasons against the enterprise, there were also reasons that favored it.

"From several standpoints it seemed as though a modern pharmacy ought to succeed there," said Mr. Yeomans, "so we set to work upon our plans. By selling one of our Brooklyn stores we got together \$25,000, which is scant capital for such a venture. We had confidence in our theory of the situation and our methods for establishing a paying business here, so we went ahead buoyantly. We knew that the people we meant to cater to were more pros-

perous than any other class to be found in Greater New York, and therefore we knew that the burden of the thing lay with us. If we could get into their good graces there would be little danger of lack of patronage.

"Our stock and fixtures cost \$21,000, including our big \$7,000 soda fountain. We intended to open on the first of May, but were delayed and did not open until the seventh. We did no newspaper advertising nor did we use any other outside medium. Our window is our only means of saying things to our public, and seems best for us. In a smaller town we could make use of papers to good advantage, without doubt, but we believe that New York is too big for us to cover. Our window answers all purposes. A month before our opening we had announcements in it that ran about as follows:

"We are coming! Will be with you about May 1. Soda with much fine flavor, nicely served. Good store manners; good attention."

"Do you take your soda where you happen to be, or do you save your thirst for the place you are sure of? Fine soda, 5c. May 1."

"Upon our opening day we served 2,800 people at the fountain and did an encouraging trade in our other departments beside. Our posters had been read by every one in the district, apparently, and every one seemed to know that we were open. Success was with us from the first day, and we have never had any blue half hours. We gauged the needs of our clientele nicely, and our trade is steadily increasing.

"I am inclined to the opinion that our fountain is, next to our window, the best means we can ever have of reaching new customers. We would probably be helpless without either. We pay especial attention to the quality of our fountain drinks. Downstairs, in our basement, we filter and carbonate our own water, and make all our syrups and fountain supplies. We are scrupulous in the matters of cleanliness and polite service, and people who drop

in to drink soda generally come back. Presently we have them buying other things.

"Our window makes us many a steady customer. We make a point of keeping forty or fifty articles in it all the time—staple, necessary articles, neatly displayed with price cards. There are many small trinkets that people buy upon the spur of necessity—especially men. A man never goes out deliberately to buy a tooth brush, but sees a display in a window and is reminded that he needs a new one.

"Soda, toilet articles and cigars make up the bulk of our sales. Our prescription trade is good, but not what it would be in a residence district. Our patent medicine trade is smallest of all, though we sell large quantities of the pocket remedies—Ripans, Bromo Laxative Quinine, mint tablets and the like.

"Our store, as you can see, is laid out with a view to handling trade quickly. The main showcase in the center is 4x29 feet, has convenient glass top-slides that can be opened from either side, and contains articles that are most often called for. It is an exceedingly handy arrangement. Our whole store is 29x70 feet, with a basement of equal size beneath.

"No, we make no effort to get trade through cut prices. We make a cut on patent preparations, but the rest of our prices are on an average with those throughout the city. Cut rates are not so great an inducement to customers down here as cleanliness and good service. We sell very little to women, though we carry a large line of goods that appeal especially to them—perfumes, toilet powders, etc. Men buy these freely.

"We run seven to nine men in connection with our soda fountain all the year round. We have the pick of experienced drug help, for we give our clerks short hours and Sundays off. These privileges stimulate them to good work, and they are anxious to remain with us. We had an anniversary celebration on May 7 of this year, and though the business men hereabouts are a breathless lot, they

seemed to take quite an interest in our little jubilee. We had three policemen at the door, an orchestra of five pieces, thirty-two clerks and soda dispensers, and served over 9,000 people at the fountain. We have never served less than 1,000, but this was our record-breaker. We gave away bushels of perfume samples and manicure conveniences as souvenirs, and did a thriving trade all over the store.

"We are beginning the mail order business as a side line now. Last January we printed 10,000 copies of our first catalogue and distributed it mainly to customers. Our trade from this source is not very large as yet, but is growing. It consists principally of orders from customers who are away from town—at resorts and country homes. Since last spring we have been under the disadvantage of the beamwork outside. Our entrance has been shut off from view and our store darkened. So far as I can see, however, it has not hurt us, and the repairs to the building will be completed about November 1."

Mr. Yeomans writes all the window and stock cards used in the store, and is, therefore, the firm's only advertising specialist. His cards seldom rise to what is called "cleverness," and a professional twister of advertising sentences would doubtless think them crude. But each card says something about its goods, and each tells the price. In fact, throughout the whole establishment there is no tendency to be "freakish." Seemingly, nothing short of a dynamite explosion would appeal to Nassau street and stop it in mid-flight, but the place—not sensational in the least—simply a drug store, somewhat improved in point of laying out, kept eminently clean. If our young druggist in search of a store were taken into it and told the story of its success he would probably pass upon it the opinion that the small boy passed upon the circus' trick elephants: "They don't do nothin' but what y' could do y'rself!" It is a very plain drug store, with little of the strenuous in its make-up, and its

success is proof conclusive that business must be first and advertising second.

COPYRIGHTS.

Some confusion exists in the minds of advertisers on the subject of copyrights. The Librarian of Congress says that no copyright will be issued to protect coined names, names of manufactured articles; of games or puzzles; of substances, products or medicines. The name of a series of books or pictures cannot be copyrighted except in connection with some specific work in the series. The name of a newspaper cannot be copyrighted, but each individual issue of it can be. Probably much of the confusion is caused by a failure to distinguish between copyrights and trade-marks. Catch-lines and phrases will not be copyrighted.

In establishing the principle of copyright, it was the purpose of the government to encourage original works of art and of literature. Nothing in the shape of an advertisement, pure and simple, is recognized as belonging to these classes.—*National Advertiser*.

THE MAN OF MANY SERMONS.

A newspaper whose columns overflow with ads of business men, has more influence in attracting attention to, and building up, a city or town, than any other agency that can be employed. People go where there is business. Capital and labor will locate where there is an enterprising community. No power on earth is so strong to build up a town as a newspaper well patronized, and its power should be appreciated.—*Rev. T. De W. Talmage*.

ILLUSTRATED TESTIMONIAL.



"GENTLEMEN—BEFORE I USED YOUR TONIC MY HAIR WAS REAL GRAY. NOW THERE IS NOT A GRAY HAIR LEFT."

**Statement of Circulation of the
Pittsburg DAILY PRESS for
the Six Months Ending
July 31, 1901.**

DATE.	FEBR'Y.	MARCH.	APRIL.	MAY.	JUNE.	JULY.
1	83,174	79,807	87,020	78,380	70,771	74,442
2	83,912	80,519	76,020	77,642	74,854
3	71,882	77,164	71,279	74,100
4	88,886	79,858	74,296	75,825	71,308	no paper
5	84,188	77,898	74,518	70,880	74,804
6	84,928	76,852	75,347	76,028	71,222	73,674
7	76,592	77,968	76,364	72,086
8	87,290	78,918	77,300	74,908	70,428	75,962
9	86,710	78,633	74,594	76,544	76,346
10	75,186	77,158	73,776	75,102
11	82,546	77,910	74,208	73,339	76,330	75,610
12	83,484	79,154	79,915	75,938	75,436
13	83,394	77,968	75,539	75,110	74,612	73,398
14	83,398	77,120	73,998	85,671
15	83,366	77,698	72,364	74,224	74,016	74,660
16	83,882	78,372	75,432	75,588	76,284
17	76,134	75,037	76,760	76,306
18	82,776	78,008	76,612	74,702	77,086	80,946
19	83,148	77,372	75,784	77,024	77,260
20	79,144	77,158	79,810	75,226	80,446	74,882
21	79,984	77,938	73,880	78,227	76,360
22	81,022	77,489	77,632	75,946	76,640	75,406
23	78,648	76,720	78,780	74,670	78,038
24	80,856	73,322	78,772	78,102
25	79,604	75,908	69,066	73,425	76,902	77,140
26	79,764	73,840	78,145	74,382	72,994
27	79,338	77,428	84,806	72,706	73,106
28	81,284	76,202	73,668	72,020	74,374
29	76,700	80,804	73,874	73,809	75,800
30	75,642	80,910	no paper	76,128
31	74,712
Total..	1,080,462	2,017,950	2,002,354	1,953,510	1,872,524	1,938,408

**Average daily issue,
six months ending
July 31, 1901 - - -**

77,093

C. J. BILLSON,

Manager Foreign Advertising Department,

**Tribune Building,
NEW YORK.**

**Stock Exchange Building,
CHICAGO.**

BANKING BY MAIL.

The experimental stage of finding out if it is possible for a savings bank to secure depositors by mail has passed. The success the few pioneers have had now places this feature of business in the permanent class of successful mail order businesses. In this article it is our purpose to give a brief outline of the methods of the Prudential Trust Company of Pittsburgh, for the benefit of every other reliable savings institution, so that they can increase their savings deposits through the mails. There is a large amount of money in the hands of country folk, which, through lack of better facilities for hoarding, is put away in old stockings, chimney places, between the leaves of books or other outlandish places. These people can be induced to put their money in banks if their confidence can be secured.

The Prudential Trust Company's methods are very simple and original. Their scheme of operation is applicable to any savings institution. This trust company uses space in the daily Pittsburgh papers and a few agricultural papers, emanating from that city. Through their ads they call farmers' attention to the exceptional facilities their bank offers for opening a savings account. In addition to their advertising they also mail circular letters to the farmers, in which they point out the advantages, such as money laid away becoming useful in times of illness, making old age comfortable, curtailing extravagant habits and acquiring frugal ways.

This circular letter is accompanied by a 20-page booklet. The booklet is also sent out to every inquiry in answer to ads. In it the smallest detail of the banking business is clearly explained. Throughout this booklet trite sayings are scattered, set off from the balance of reading matter in another color of ink. Every one of these sayings dwells upon the importance of having money laid aside for a rainy day. "Saving in youth insures an independent old

age," is one of the best samples of these little proverbs.

Instructions are plainly written as to how to open a savings account; how to forward savings for small amounts by mail, and the advisability of buying postal notes, postoffice orders, express money orders, or checks or drafts.

With every circular and booklet a card is sent, upon which lines the signature, residence and occupation are printed. Space is also left for remarks. This the applicant for savings account fills out. On the right-hand corner at the top of the card, above the signature, is printed the by-laws, rules and regulations of the bank, which, the moment the applicant's signature is appended, he assents to live up to.

Besides this the Prudential Trust Company gives every depositor after having deposited \$1 or upwards, a handsome steel savings bank. This bank is sent depositors without the key, which the bank retains and is opened by them when returned with the contents. The depositor, whenever he saves \$5, returns the savings bank to the Prudential Trust Company, together with his deposit book. The bank opens it and credits the depositor with the amount sent and then returns it for further use. The express is paid both ways by the depositor.

There is no business as simply conducted as banking by mail. No frills or hidden ways about it. The country folk need only be convinced of a bank's reliability. They already know the advantages of an account with a reliable and secure savings institution. There is no savings bank that cannot almost double its deposits through the mails.—*Mail Order Journal*.

ILLUSTRATED ADVERTISING PHRASE.



"IT PROLONGS LIFE."

Another Chapter of Results !

THE ABILENA CO.

OWNED BY
ABILENA MINERAL WATERS.

The Only American
Cathartic Water

ABILENA

Abilene, Kansas, 9/14/1901.

G. H. HALLIDAY, President,
A. M. WHITE, Vice-President,
W. E. ELLISON, Cashier and Treas.

Mr. R. R. Whitman,
Kansas City Journal,
Kansas City, Mo.

Dear Sir,-

It gives us pleasure to express our appreciation of the Journal as an Advertising medium. As you know, we first launched our Abilena Natural Mineral water on the market in January of the present year.

Our advertising since that time has been confined to the Kansas City Journal, and our business in the short space of eight months has grown to proportions greatly exceeding our expectations.

The Journal must have credit for the results, as it has been the only medium utilized, and for the last three months the monthly increase in our sales has been practically 100 per cent.

Very truly yours,

The Abilena Company,

G. E.

H. E. Ellison Sec'y.

THE KANSAS CITY JOURNAL

Daily and Sunday, over 50,000.

Weekly, over 130,000.

Largest Daily, Sunday and Weekly circulation of any newspaper, morning or evening, in any other city in the United States, the size of Kansas City.

THE J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

EASTERN OFFICES,

407-10 Temple Court, New York.

WESTERN OFFICES,

1104-5 Boyce Bldg., Chicago.

TALKING POINTS.

By Hollis Corbin.

In advertising ordinary merchandise it is often difficult to evolve a strong talking point.

At the same time a strong talking point is almost invariably necessary to insure quick results.

Mr. Wanamaker might draw a large crowd by the simple announcement of a "great furniture sale," but the other merchants who can do so are few and far between.

Cut prices are generally the talking point.

Deep cuts in prices will usually, if widely advertised, bring quicker returns than any other argument.

There are millions of people who are continually watching for bargains.

On the other hand, there are millions of people who do not believe in bargain sales.

It generally pays the man who tells these other millions that he has to charge the highest prices because his goods are the best.

Perhaps nearly every one in the world would like to get something for nothing, but there are plenty of people who have given up trying and who have decided that the most economical plan is to always buy from the merchants who frankly say that their prices are high enough to include the fair profits they are entitled to.

But that kind of people cannot be won over immediately.

They may wait months or years to let the merchant prove his sincerity.

It therefore follows that, to make a good, liberal profit, and make it quickly, one must find talking points aside from cut prices and high qualities.

I will illustrate:

Every large paper generally contains advertisements of desks.

Each dealer generally carries all kinds of desks at all kinds of prices, and it would seem that any dealer coming out with some good reason why all of his desks are better than all others would get excellent returns from his ad.

I would suggest a mouse-proof desk.

All desks could easily be made

mouse-proof by nailing a piece of tin plate over the bottoms, and yet I never saw a mouse-proof desk advertised, while every desk user I have ever known has, at times, been driven to questionable thoughts, if not to strong drink, by the damage done by mice.

The pests seem to find their way to the top floors of the best sky-scrapers as readily as they find the basement of a grocery store.

Other things being equal, nearly every buyer would buy the protected desk.

The dealer may argue that my suggestion is not practical because he could not induce the various manufacturers to make the improvement.

So much the better.

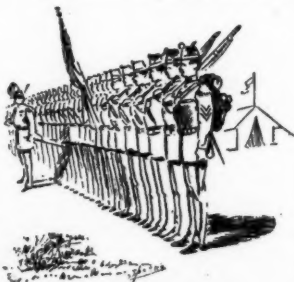
The dealer who would attend to this little finishing touch himself would have the advantage to himself, while, if he were to induce the manufacturers to attend to it, he would put his competitors in possession of the same talking point.

Another illustration:

Most people do not like to make two jobs of buying an umbrella, and yet that is generally necessary if they "bring it back and have it marked free of charge."

A large share of the umbrellas in use have been purchased on rainy days for immediate use, and they do not bear the owners' names because it is inconvenient to take advantage of the unusual free marking offer.

BUSINESS ADVERTISING EXPRESSION ILLUSTRATED.



"A LONG LINE OF UNIFORM MATERIAL."

CLEVELAND PLAIN DEALER

CIRCULATION STATEMENT

FOR SIX MONTHS ENDING JUNE 30th, 1901.

DATE.	JANUARY.		FEBRUARY.		MARCH.		APRIL.		MAY.		JUNE.	
	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.
1.....	43,249	46,183	45,337	45,004	45,337	45,004	45,337	45,004	47,686	47,991	50,506	44,880
2.....	43,206	43,990	45,004	44,399	45,004	44,399	45,004	44,399	47,686	47,991	49,348	49,348
3.....	43,280	43,881	44,399	44,401	44,399	44,401	44,399	44,401	47,686	47,991	49,348	49,348
4.....	44,886	44,064	44,401	44,401	44,401	44,401	44,401	44,401	47,686	47,991	49,348	49,348
5.....	43,156	44,064	44,401	44,401	44,401	44,401	44,401	44,401	47,686	47,991	49,348	49,348
6.....	44,987	44,064	44,401	44,401	44,401	44,401	44,401	44,401	47,686	47,991	49,348	49,348
7.....	44,153	44,064	44,401	44,401	44,401	44,401	44,401	44,401	47,686	47,991	49,348	49,348
8.....	44,302	44,064	44,401	44,401	44,401	44,401	44,401	44,401	47,686	47,991	49,348	49,348
9.....	43,771	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
10.....	43,771	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
11.....	43,906	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
12.....	43,887	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
13.....	43,876	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
14.....	43,853	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
15.....	43,900	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
16.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
17.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
18.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
19.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
20.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
21.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
22.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
23.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
24.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
25.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
26.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
27.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
28.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
29.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
30.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
31.....	43,907	47,362	47,362	47,362	47,362	47,362	47,362	47,362	47,686	47,991	49,348	49,348
Total.....	1,108,548	1,073,212	1,073,212	1,073,212	1,178,302	1,178,302	1,241,324	1,241,324	1,328,325	1,328,325	1,393,088	221,747
Average.....	44,317	37,061	44,717	44,717	40,535	40,535	47,751	47,751	44,359	44,359	50,534	44,940

Average for Six Months—Daily, 46,958. Sunday, 41,524.

STATE OF OHIO,
CUYAHOGA COUNTY, ss.

Albert H. Baker, being duly sworn, says that he is Business Manager of the Cleveland Plain Dealer, and that the above is a true statement of the circulation of said newspaper during the first six months of the year 1901.

Sworn to and subscribed before me this third day of July, A. D. 1901.

GEO. R. AGATE, Notary Public.

C. J. BILLSON,Manager Foreign Advertising Department,
Tribune Building, New York.

Stock Exchange Building, Chicago.

AMERICAN PROSPECTS IN MEXICO.

Mexico is a progressive country, and furnishes to American trade the richest market for the modern improvements and manufactures. The secret of success in reaching this market lies in advertising, and the American producer should realize this fact if he desires the patronage of Mexican merchants. There are good, reliable newspapers—dailies, weeklies and monthlies—whose circulation ranges from one to fifty thousand each issue. The tramways—electric or mule power—are found in all cities of any consequence, and these offer another channel of advertising. Some billboard work is also done but not to any great extent. There are several good agencies in the city of Mexico which handle this line of work and are thoroughly reliable. Our trade relations are gradually improving, but not to that degree which might be expected if more advertising were done to bring our goods before the eyes of our southern neighbor. England, Germany and France have for years steadily increased their sales in this country, either by sending commercial travelers to solicit orders or by the use of advertising mediums.

The progressive development of Mexico during the past twenty-five years has been almost as rapid as that of this country, and in the various cities numbering from fifteen to four hundred thousand inhabitants all modern improvements are installed, and electric lights, telephones and tramways are as familiar to the average Mexican as to the American. Under the superb administration of President Diaz, the Republic of Mexico has advanced with astonishing strides, and the next decade promises surprising results in exchange trade relations.

Its natural resources are unsurpassed. The various altitudes afford every sort of climate. Wheat, barley, oats, corn, coffee, potatoes, apples, pears, peaches, strawberries, grapes, melons and all gar-

den produce are found in the temperate zone, while at lower altitudes are bananas, vanilla, the chocolate plant, rubber, ginger, sugar, etc., some of which form valuable products for exportation.

The mineral wealth is boundless, copper, iron, silver and gold being found in nearly all parts of Mexico, and several large coal deposits are being developed. The exportation of valuable timber is quite an item in the progress of the country.

The general business feeling in Mexico toward the importation of American manufactured products is liberal. They know that our high-class goods are equal, if not superior, to those of any other country, and business men who are inclined toward expansion of trade can find no better field.

The area of Mexico is about one-fifth of that of the United States, and there is the same cosmopolitan population, while American, English, German and French capitalists are rapidly entering and investing money in this wonderful country. This influx of foreigners has also stimulated the Mexican, and he is anxious to learn and improve his situation and country, and is ready to receive the instruction from the alien. Formerly the sons and daughters of the better families were sent to the English and French colleges to complete their education, but now our country can claim the greater percentage, and this is gaining every year.

Having lived five and one-half years in Central and South America and Mexico, I consider the latter country undoubtedly the most desirable for the extension of trade. This object can be rapidly developed by judicious advertising, as the people are great readers, and the middle and upper classes are always ready to adopt solid business ideas, the lower classes being also very receptive.

To create a demand, the best methods of advertising to reach all classes are through the newspapers and attractive mediums which reach the homes of the consumers.—*Emmons Bell, in Publicity by Specialists.*

THE American Newspaper Directory

[ISSUED QUARTERLY.]

ESTABLISHED 1869.

This work is the source of information on Newspaper Statistics in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, population, railroads, local industries, name and location of county, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class, Nationality, etc.

It gives the Frequency of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation—present, as well as for a series of years past, thus enabling an advertiser to determine the probable future.

It gives a separate list of all papers rated in the body of the book with a circulation of over one thousand.

It gives a separate list of all newspapers issued on Sunday with a circulation of over one thousand.

It gives a list of all Class Publications (Religious, Agricultural, Medical, Trade, in Foreign Languages, etc.), and a complete index to each class.

It gives a list of new newspapers established or reported during the year preceding.

It contains maps of each State, showing towns in which there are newspapers with more than 1,000 circulation.

It also contains other valuable tabulations and classifications.

As the most important portion of the information supplied by a mercantile agency consists of a report of the financial strength of the person about whom information is asked, so is the *circulation* of a newspaper generally considered the point upon which information will be of most value to the advertiser. The greatest possible care is taken to make the *DIRECTORY* reports correct. Every publisher is applied to systematically. All information is taken in a form which excludes any but definite statements; while every effort is made to protect honest publishers against such as would resort to disingenuous reports to gain an unfair advantage.

A NEWLY REVISED issue of the American Newspaper Directory for 1901 was ready for delivery on Tuesday, September 3d. Price, Five Dollars. Delivered carriage paid.

GEO. P. ROWELL & CO., Publishers,

10 Spruce Street, New York.

THE "TIMES'" GOLDEN ANNIVERSARY.

In a handsome 36-page supplement with gilt cover, the New York *Times* of September 25 commemorated the fiftieth anniversary of its founding and takes occasion to tell the story of its life—an exceedingly pithy story, giving much interesting national, local and newspaper history, and many sidelights on famous mortals generally. Briefly summarized, the *Times'* life runs thus:

It was established in 1851 by Henry J. Raymond, George Jones and E. B. Wesley, with the first-named as editor. American newspapers were just emerging from the weird period when it was deemed necessary for an editor to defend his views on the duelling ground. The *Tribune* and the *Herald* were the most powerful and widely read dailies in New York, but the founders of the *Times* believed that "the social heresies of the one and the abominable nastiness of the other" warranted a new journal. Mr. Raymond was one of the most competent newspaper makers in the city, having served both the *Tribune* and the *Courier and Enquirer*. The great Greeley, who, according to Emerson, "undertook the thinking of the American farmer at two dollars a year," had dubbed him "The Little Villain," but he also paid tribute to him as the only man in his service whom he had had to drive away from his work and to bed.

The first number of the new paper was issued on Thursday morning, September 18, 1851. It had four six-column pages of the present size. In order to gain an immediate footing the price was fixed at one cent, but though the circulation reached 26,000 the first year there was a loss. With the initial issue of the second year the price was raised to two cents, with an increase to eight pages. The circulation dropped to 18,000, but quickly rose again, and from that time till now the *Times* has enjoyed prosperity.

The first three years of its life were passed at 113 Nassau street.

In 1854 it moved to Nassau and Beekman streets, and in 1857 to a building of its own upon the present site. This building was subsequently the home of the Geo. P. Rowell American Newspaper Advertising Agency. In 1887 it was torn down to make way for the present skyscraper.

Mr. Raymond edited the *Times* until the very day of his death in 1869. He was active in the political life of the State and nation, and had the distinction of being the godfather of the Republican party. He was succeeded by Mr. John Bigelow, Mr. George Shepard and Mr. Louis J. Jennings in turn, the latter being the editor under whose management the infamous Tweed ring was attacked and overthrown in 1869-71. In 1876 Mr. John Foord took the editorial chair and retained it until 1883, when Mr. Charles J. Miller, the present editor-in-chief, succeeded him.

From the death of Mr. Raymond the paper was controlled and managed by Mr. George Jones, the surviving founder. Upon his own death, in 1891, it was sold to the New York Times Publishing Company, of which Mr. Miller was president and chief stockholder. The name and good will brought Mr. Jones' estate a round million of dollars. In 1896 the company was reorganized and Mr. Adolph S. Ochs became publisher and general manager.

Among the well known writers who have contributed to its columns were Harold Frederic, Fitz James O'Brien, William L. Alden, Augustin Daly, William Swinton (sorrowfully known of all school-boys), Samuel G. Goodrich ("Peter Parley"), Noah Brooks, Miss Midy Morgan, the *Times'* noted cattle market reporter, Joseph Hatton and others.

"All the news that's fit to print" was adopted by the present management in 1896. The Saturday book review was launched October 10 of the same year. From May 31 to October 31, 1900, a daily edition of the paper was printed upon the Exposition grounds in Paris, and was so notable a piece of Yankee enterprise

that it brought Mr. Ochs the decoration of the Legion of Honor.

The policy of the *Times*, clearly stated at the outset, has steadily held to clean typography, clean news impartially printed and the reflection rather than the making of public opinion. Its index expurgatorius includes word contests, prize puzzles, immoral books, diseases of men, female pills, fortune tellers, clairvoyants, palmists, massage, offers of large salaries and things for nothing, guaranteed cures and speculations that guarantee large dividends. This is in strict keeping with its endeavor to produce a "complete daily newspaper for the self-respecting man, his wife, his son and his daughter." The price of the paper has fluctuated between one and five cents. The present price of one cent was fixed in 1898.

The Jubilee number had been prepared for distribution with the issue of September 18, but was postponed a week owing to the death of President McKinley. A fac-simile reprint of the first number was a feature of the souvenir issue, and the souvenir supplement contains ads from nearly two hundred firms who have been in business a half century or more. A list of upwards of one thousand New York businesses that have existed as long as the *Times* was printed as well. The supplement is written in a liberal spirit, and is worth preserving for its history of events that shaped the American newspaper of to-day.

JAS. H. COLLINS.

SOME HUGE SHOES.

The factory of the W. L. Douglas Shoe Co. is engaged in turning out a special order of shoes such as is not often received. The order is for two pairs of shoes for Edward Beaupre, the giant who is now exhibiting at Crescent park. This gentleman is 7 feet 10¾ inches tall and weighs a mere 396 pounds. He is but twenty years of age and claims to be the largest giant living to-day. Naturally shoes fitting a man of such mastodontic proportions attract attention at the factory.

The size of the shoes is 23. They are four wide. One pair is of box calf of the double-decker style, while the others are patent calf, to be worn on more dressy occasions. — *Brocton (Mass.) Times*, August 20.

CHANGE in the ad, change in the till.

IN THE FAR EAST.

C. Ashina, the editor of the Tokio (Japan) *Daily News*, who is making a trip around the world, recently told a writer for the *Washington Post* the following interesting account of newspapers and newspaper making in Japan:

"The Japanese of all classes read newspapers, and in Tokio, which has about a million and a half of people, there are twenty-one dailies. The business is profitable, though the papers are sold for a very small sum and there is not a great deal of advertising. The advertising is increasing very rapidly, however, and most of the newspapers are prospering. A composing room in Japan is a very different thing from one in America. It is a great source of regret to us that the character of our written language does not permit the use of the typesetting machines. We use in our office, as is done in several other Japanese newspaper offices, improved rotary presses. We cannot utilize modern typesetting devices until we have eliminated the Chinese characters from our writing, and this we hope to do. The Chinese characters are ideograms, expressing ideas, not words or syllables. There are about 45,000 of them, and they are divided into groups, 200 or 300 in a group. Our characters are syllabic, and there are forty-seven of them.

When the manuscript is sent from the editor to the composing room, it is first taken by boys who go about the room lifting from the great stacks of cases containing the Chinese characters those called for by the reading matter. Then the boy takes the manuscript and the Chinese types to the compositor, who sits in front of a case holding the Japanese syllabic characters, and the compositor sets up the sentences. It was very complicated, but it is the only way available at present."—*Results*.

ILLUSTRATED TESTIMONIAL.



"DEAR SIR—YOUR PREPARATION OF CRUSHED OATS GAVE ME GREAT SATISFACTION."

NOTES.

H. L. GOODWIN, advertising agent, Malden, Mass., has been declared a bankrupt.

THE mailing cards of Francis I. Maule, 402 Sansom street, Philadelphia, are attractive and original.

A NEW YORK advertising journal calls attention to the fact that the Laxakola publicity seems to have dropped out of sight completely.

KLEINMAIERS, a Hawes hat agent in Marion, Ohio, cleverly connects the Hawes hat interview in *PRINTERS' INK* of September 25 with his local ads in the Marion (Ohio) *Star*.

REMOVE the uncertainty of circulation and newspaper advertising will be as certain in results as in any other business transaction of buying and selling.—*Results, Indianapolis*.

EDGAR R. PREYER, 45 Beaver street, New York, publishes an interesting 16-page booklet, "About Whisky." It tells how whisky is made and describes the various methods of distilling.

L. E. PULLEN, formerly advertising manager for J. C. Ayer Co., is now salaried representative of the Brockton *Times*, Pawtucket *Times*, Lynn *Item*, Worcester *Telegram*, Lewiston *Journal*, with an office in Boston.

THE Home Dental Supply Co., Colonial Building, Detroit, Mich., are now making six months contracts, advertising their Home Dental Outfit and specialties, in city and rural publications. Contracts placed direct.

GEORGE A. MCCLELLAN, who has been identified with the *Press-Republic* since its inception, in the capacity of advertising manager, has resigned to take the position of business manager with the Muncie (Ind.) *Star and News*.

THE September issue of the *Maine Central*, published at Portland, Me., contains interesting articles on "Maine's Fall Sport," the game laws and an article, "Autumn in the White Mountains." The articles are beautifully illustrated with large half-tones.

BRILL BROTHERS, outfitters to men, 279 Broadway, New York, have published a dainty booklet entitled "The Fallacy of Mere Cheapness." It is 3x6 inches in size and conspicuous for good argument and excellent mechanical appointment.

WITH its issue of Saturday, November 16, the New York *Evening Post* will complete its hundredth year and celebrate its centennial with a special number, part of which will be an exact reproduction of the first number of the paper, as published November 16, 1801.

THE *Merchants' Association Bulletin*, October number, has made its first appearance. The paper is published monthly hereafter by the Merchants' Association of New York, New York Life Building, New York. The prime object of this publication is to inform their members and the public of what the association has done, as well as

concerning the matters they have in hand.

THE *Atlantic Monthly* stopped its presses and postponed its publication to pay a brief but well-deserved tribute to the latest—and it is to be hoped the last—Presidential martyr, William McKinley. The glowing words and sympathetic tribute of the *Atlantic* will sink deep into the heart of every true American man and woman.

THE September 14 issue of the Springfield (Mass.) *Homestead* contains 24 pages, which are commendable for good presswork and practical arrangement of reading matter and advertisements. The front page contains half-tones of excellent snap-shots of the late President McKinley taken during his visit to Springfield two years ago.

ADVERTISING has come to be so important a part of the daily newspaper in the eyes of the reading public that as the Chicago *Times-Herald* justly observes, it is doubtful if an American daily newspaper which should refuse to carry advertising could secure any hold on the people. The great majority of readers find the advertising columns interesting and profitable.—*Pittsfield (Mass.) Journal*.

THE Kaufman Advertising Agency, New York, is sending out samples of a souvenir designed by them for the Amelia Bingham Stock Company. It is 10x12 inches in size, contains eleven full-page portraits of the principals in the cast of "The Climbers," done in imitation etching, and four scenes from the play in half-tone. The cover is a unique effect in imitation burnt leather, with a portrait of Miss Bingham. The whole is rich and in excellent taste.

THE Philadelphia *Record* sagely remarks that there is no better evidence of the value of newspaper advertising than the fact that no business man who has ever tried it judiciously and extensively has abandoned it. This is shown by an examination of the files of one of the oldest of the substantial newspapers of Boston. All who were advertisers ten years ago are larger advertisers to-day, except those who have died or who have otherwise retired from business.

"GALOPOFF, the Talking Pony," by Tudor Jenks, pictures by Howard R. Cort; 12mo, cloth, handsome cover design, 12 full-page illustrations, \$1.00. There is no doubt as to Mr. Jenks' position in literature; he is one of the most amusing of present-day writers, and all that he gives us is good reading. His books are sources of delight from beginning to end, and favorites among parents who judiciously select what their children shall read.—*Henry Altemus Company, Philadelphia*.

THE Nassau Advertising Company, of 3 Beekman street, recently made an assignment to Thomas Greenwood without preference. The deed was signed by Edgar T. Keyser as president. The company was incorporated in March, 1898, with a capital stock of \$25,000. Charles Howard Williams, the attorney, said that the assignment was due to the loss of one of the largest accounts

and an inability to meet maturing obligations. He could not tell the liabilities and assets, but thought the liabilities are less than \$10,000.—*New York Times, September 17.*

FRANK S. EDMISTER, a well-known advertising agent, died on September 22 at his home, No. 348a Gates avenue, Brooklyn. He was born in Cornish, N. H., fifty-nine years ago. Coming to New York, he was for many years associated with the advertising firm of Dauchy & Co. Later he organized and became the president of the New York Advertising Agency. This was succeeded by the firm of F. S. Edminster & Co. Latterly, Mr. Edminster was engaged in financial and brokerage business, and was vice-president of the R. H. McDonald Drug Company, of New York and San Francisco.

THE *Advertising World* is in receipt of a copy of the last issue of the American Newspaper Directory, published quarterly by Geo. P. Rowell & Co., 10 Spruce street, New York. About everything imaginable in the way of commendation has been said of this directory since the publication of the first edition over thirty years ago, but none of the praise has done it more than justice. It tells the whole story about every publication on the continent and gives all necessary information about the town in which it is published. And it comes nearer to being accurate than any other newspaper directory.

HEMAN BURR died of heart disease at his home, No. 31 West Forty-sixth street, New York, September 17. Mr. Burr was born in Mercer, Me., on June 27, 1823, and his early life was passed on his father's farm. He was educated at Portland, Me., and at the age of nineteen taught school at Troy, N. Y. In 1860 he started an advertising agency, which has continued to the present time. About 1890 he took his two sons into partnership and the name of the firm was changed to Heman Burr & Sons' Advertising Agency. Mr. Burr was one of the pioneer advertising agents in this city.—*N. Y. Tribune.*

WHAT promises to be a leading feature of the book season is a new humorous book by Charles M. Snyder, author of "The Comic History of Greece," "The Comic History of Spain," and other popular books. The work is now in the presses of Drexel Biddle, publisher, Philadelphia, and will bear the title of "Runaway Robinson." It is to contain seventy pictures by George Reiter Brill, the celebrated artist. Several critics who have read the advance sheets proclaim that Mr. Snyder's book will achieve great success; that it has an adroit humor for the old and is a splendid story for the young.

"THE New York Jeweler for 1902," annual catalogue for the wholesale trade, published in its thirtieth issue by S. F. Myers & Company, manufacturing and wholesale jewelers, Myers Building, Maiden Lane, New York, is a commendable work. It is a book of 468 pages, 8½x10½ inches in size, durably bound in cloth, ornamental front cover design, richly stamped in silver

and gold. The book is illustrated throughout, showing actual cuts of the goods advertised. It is divided into departments, which makes ordering easy. It is a fine and practical piece of catalogue advertising well calculated to bring results.

THE manager for Harry Beresford, who began a starring tour in "The Wrong Mr. Wright" this week, is doing some novel advertising through the medium of postal cards. In every city he sends cards to the physicians and druggists bearing the following lines: "Prepare for a rush of business. People are sure to split their sides laughing at 'The Wrong Mr. Wright.'" To the undertakers he sends word: "Prepare for an increase of business. People will surely die laughing at Harry Beresford in 'The Wrong Mr. Wright.'" To the tailors he says: "Prepare for a rush of business. People are certain to burst their buttons laughing at 'The Wrong Mr. Wright.'" He has a postal card for every line of business.—*New York Evening Telegram.*

THE long drawn out suit of the Globe-Wernicke Company, formerly of this city, but now of Cincinnati, against the Fred Macey Company, of this city, for infringement of patent in making sectional bookcases, has terminated in favor of the Macey Company, an opinion having been handed down by Judge Wanty dismissing the suit. The suit was begun in January of last year in the United States Circuit Court of Western Michigan, and its purpose was to enjoin the Macey Company from infringing certain claims of a patent issued to O. H. L. Wernicke in 1896. Fraudulent imitation and unfair competition in the manufacture and sale of sectional bookcases were also charged, but this portion of the suit was dismissed on a demurrer filed some time ago. The decision of Judge Wanty in that part of the suit alleging infringement is that no such infringement exists.—*Grand Rapids Evening Press.*

"CAPS and CAPERS," a story of boarding school life, by Gabrielle E. Jackson, illustrated by C. M. Relyea, is a genuinely wholesome and modern story of boarding school life and quite unlike the general run of this sort of literature. All through this charming book there is plenty of the fun that is the result of happy, healthy girlhood. There is a comical "Caps and Capers Club," with its secret meetings and midnight spreads; jolly sleigh rides in their season; a sleep walking act for the benefit of an over-zealous teacher; spelling matches, and the most delightful wedding that ever was; and all these happenings are set forth in such a vein of happy thought, that young people the world over will read them with the keenest interest. Mrs. Jackson writes charming books for the young, leading them through most delightful fields of imagination and romance. The human interest is never wanting in her work; her powers of observation are keen; she draws characters as they should be drawn, and tells a story well. "Caps and Capers" is beautifully printed, bound and illustrated; one dollar.—*Henry Altemus Company, Philadelphia.*

WORTH DOING.

When you hear a country merchant declaring that advertising does not pay, do not abuse the merchant. The chances are that he has tried advertising and found that it did not pay because he did not know how to advertise and the publisher of his town paper either could not or would not help him find the right way. The publisher of a country newspaper who permits a general merchant's ad to stand more than four weeks is committing business suicide. And it is business suicide for a publisher to run a "watch this space" ad because the advertiser is too busy to write a good ad to fill the space. Publishers should endeavor to teach right advertising methods to their patrons. Change the ads frequently, as if necessary write the copy for the advertiser. It may mean more work, but it means more money.—*Omaha, Western Editor.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

PUT OUT POINTS costs 50c. Brings \$50. Plan 10c. Clr. free. **POINTS**, 104 Points, Boston.

SEND 25c. for my three big money-making advg. schemes. **H. B. TRUNDLE**, Danville, Va.

DOCTOR will take charge of medical mail order business. Has years of experience. **GEORGE W. SMITH, M. D.**, Macon, Mo.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

CHANCE with newspaper or pub. house, by young man, college education, course in advertising. "S. C.," 313 E. High St., Jackson, Mich.

THE best ad writers started as reporters. Send 10 cents for "How to be a Reporter." Address **GEORGE HENRY SMITH**, American Tract Building, N. Y.

OWNERS willing to sell, desiring to avoid publicity and obtain best purchasers, should consult **C. M. PALMER**, Newspaper Broker, 263 Broadway, New York.

12 A WEEK, steady work, house to house soliciting subscriptions to good daily in Mass. Rather pay more to man who will earn it. Address "WORKER," care Printers' Ink.

A inexperienced man desires to connect with daily paper as adv. or business manager or buy small daily or good weekly. References. What have you? Correspondence solicited. Address "30," care Printers' Ink.

A n advertising man of long experience, with ability to create, develop and secure business, systematize and direct large office force, wishes to make change. At present employed. Address "H. D. Z.," Box 172, Indianapolis, Ind.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York.

I AM a circulation and advertising builder. One new magazine gained 75,000 paid circulation in six months under my management. I know what I can do and am willing to be paid for paying results only. "C. R. B.," care Printers' Ink.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address **GEORGE P. ROWELL & CO.**, 10 Spruce St., New York.

I AM a practical printer of 15 years' experience on newspaper and job work and as editor and business manager. I have \$5,000 I wish to invest with services in some new-paper business. Best references given and required. Send full particulars. **W. A. FOWLER**, Toccoa, Ga.

A MONTHLY medical magazine, 100 pages reading matter, published next month, desires to secure a manager to take full control of the advertising and subscription departments. Will allow liberal discount on business obtained, or will sell the advertising columns to a responsible agency, or will admit a reliable man to partnership. \$1,000 worth of advertising secured through circulars in 10 days. "Smart Alecks" and "Schemers" barred. Address "F. E. A.," care Printers' Ink.

WANTED—Amateur and professional photographers to subscribe for the most progressive and instructive magazine in their line. Yearly subscription \$2, single copies 50c. New yearly subscribers only receive a 5x8 foot background premium. One dollar secures a six months' trial trip and a useful exposure meter. No free copies, but sample copy will be mailed for 5 two-cent stamps or 10c. in coin. Address **AMERICAN AMATEUR PHOTOGRAPHER**, 361 Broadway, New York.

LABELING MACHINES.

MYERS BROTHERS; price, \$10; P. O. Box 449, Philadelphia.

COIN CARDS.

2 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

NUMBERING MACHINES.

OUR numbering machine is the best. **WETTER NUMB'G MACHINE CO.**, 515 Kent Ave., Bklyn.

PAPER.

SEND for sample of our Seal Linen Ledger, \$5c. per lb. No ledger at same price can approach it. **BASSETT & BUTHIN**, 45 Beekman St., New York City.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. **THE GEORGIA MARBLE FINISHING WORKS**, Canton, Ga.

ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 311, North Third St., St. Louis, Mo.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of? **THE MEN OF LETTERS ASS'N**, 595 Broadway, N. Y.

ADVERTISING DESIGNS.

ORIGINAL IDEAS. The best equipped art department. **GILL ENGRAVING CO.**, 140 Fifth Ave., New York.

SUPPLIES.

GAUGE PINS, 3 for 10c. **PRINTERS SUPPLY CO.**, Grand Island, Neb.

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 17 Spruce St., New York. Special prices to cash buyers.

NEWSPAPER BARGAINS.

THE best can be found by consulting me. All kinds, all locations, all prices. **C. M. PALMER**, Newspaper Broker, 263 Broadway, N. Y.

\$2,000 BUYS an old-established newspaper and job plant in New Jersey. If you mean business call or write. None others need apply. **A. C. DALTON**, Newfield, N. J.

INFORMATION.

INFORMATION, Binghamton, N.Y., tells subs. by ret. mail where to buy anything from maker.

EXCHANGE.

WANTED—To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. **THE ROSTRUM**, Lancaster, Pa.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

FOR SALE.

CENTURY GRAND CAMERA, 6x7, extra long focus, with convertible lens. New, cost \$50, will sell for \$30 cash. Address **F. E. CHALMERS**, 361 Broadway, New York.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

WE have for sale about 450 photo zinc engravings, all in good condition. The illustrations are reproductions of famous painting- and historical scenes, suitable for use in a mail order paper, magazine, a store paper and some kinds of advertising circulars. Will sell any or all of the cuts for the price of electrotypes, 2c. a square inch. Have only one set of proofs, which will be shown to any one interested who calls at **PTI-MUS PRINTING CO.**, 124 Broadway, N. Y. City.

WE want the cash! On account of consolidation of the **Akron Herald** and the **Akron Breeze**, Sept. 28th, the complete plant of the **Breeze** is for sale at one-half the actual value for spot cash. Plant consists of Campbell cylinder and two Job presses; type and material for a weekly or daily paper; desk, safe, rollers and everything to start a publication immediately. Plant is set up as yet, and personal inspection is invited. Call, or address at once, **MURPHY & CHILDS**, Publishers, Akron, N. Y.

NEWSPAPERS FOR SALE.

FROM hundreds of attractive bargains in dailies and weeklies I have room to name a few only.

N. Y. semi-weekly making \$4,000. City 15,000. N. Y. weekly making over \$5,000. Very easy terms to immediate purchaser.

N. Y. county seat paper making \$2,200. N. Y. weekly, affords good living, \$1,000 down. N. J. weekly, large city, making \$4,000. Attractive terms.

N. J. weekly, town 10,000, near N. Y.—\$1,000 down secures half interest.

Conn. weekly, half interest to practical man. Easy terms.

Penna. daily, city 12,000, fine country, rural delivery, large plant.

Penna. daily, profitable, only \$1,800 down. Penna. daily, rapidly growing city. A bargain.

Penna. weekly, large town, making \$1,500. Price \$1,500.

Ohio Large number profitable dailies and weeklies requiring \$500 to \$10,000 cash.

Alabama—Weekly making \$4,000. Price, \$6,500. High, rolling country.

Colorado—Weekly making \$1,300. Only \$800 down.

Colorado—Daily, very profitable, \$10,000.

Kansas. Weeklies making \$800 to \$2,500 for payments \$500 to \$3,000 down.

Iowa. Making \$2,400 a year, for \$3,000. Another making \$1,500 for \$1,100 down.

Maryland. County seat weekly making \$2,100, only \$1,800 down.

Michigan. Several dailies and weeklies show-

Illinois. Inc. fine pr. fits at figures show-

Illinois. ing \$500 to \$10,000 cash down.

Missouri.

I cannot name them all. Write me and state your wants. **C. M. PALMER**, Newspaper Broker, 223 Broadway, New York.

PRESSWORK.

HIGH-CLASS presswork is our specialty. We have the reputation of doing the best half-tone printing in the business. Consult us before placing order. **FERRIS BROS.**, 46-51 Rose St., N. Y.

PRINTERS.

WE print an attractive, booklet, 8 pages, 3 1/2x5 inches in size, wire stitched, fine paper, any color of ink, 1,000 booklets for \$10; 5,000 for \$35. For illustrations and writing copy, if so desired, we make a small additional charge. **PRINTERS' INK PRESS**, 10 Spruce St., N. Y.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of the things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too. **PRINTERS' INK PRESS**, 10 Spruce St., New York.

BOOKS.

"TIPS to the Mail Trade," new book by B. Jones, 10c. **PURITANI BOOK CO.**, Buffalo.

\$10 WILL start you breeding thoroughbred poultry. 300 per cent profit can be made. A book telling how to start, proceed, care, house, feed, 25c. postpaid. **POULTRY ITEM**, Fricks, Pa.

READY-MADE ADVERTISEMENTS. Messrs. G. O. P. Rowell & Co., 10 Spruce St., New York, send the *Caveat* a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—*Carson Caveat*.

The book will be sent to any address upon receipt of one dollar. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

OUR book, "The Individual Advertising Department," tells how to make an advertising plan to fit the needs of the manufacturer, the wholesaler, the jobber and the retailer.

It tells a number of schemes which have been successful, and why they succeeded.

It tells how to buy advertising space from agents and brokers at cut rates.

It tells a lot of inside points about the advertising business—points that have cost some advertisers quite a price.

It tells how the Ad-Coupon System will install and then develop the advertising department of any kind of a business big enough to be worth advertising.

"The Individual Advertising Department" costs a dollar a copy, and it's a remarkable book.

There are plenty of pointers and ideas for the man who is looking for new things.

Circular about the book free.

THE WHITMAN COMPANY,

114 Nassau St., New York.

ADVERTISING MEDIA.

W. CHITA (KAN.), THE STAR, 1,810 sworn.
THE GOLFER, Boston. Oldest golf publication in America.
THE GOLFER, Boston. Oldest golf publication in America.
THE GOLFER, Boston. Oldest golf publication in America.
THE GOLFER, Boston. Oldest golf publication in America.
THE GOLFER, Boston. Oldest golf publication in America.
HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.
TO reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Wilmington, Del.
WICHITA (KAN.), THE STAR, one of fifteen local weeklies. Over half read it.
1,800 WEEKLY GUARANTEED. Rates 10c. in. nat. **CHRONICLE**, Princeton, Ky.
ADVERTISING agents serving their clients honestly, call up **TOILETTES**; estab. 1881.
40 WORDS, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 7,300.
REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.
CHRONICLE, Owatonna, Minnesota, reaches agricultural people of means. Guaranteed circulation 1,700 weekly.
ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.
IF you want to reach the reading class of Western St. Clair County, place your ad in **THE NEWS**, Cape, Mich. It's a winner.
ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 35c. Ad rate, 10c. line. Close 34th.
PHOTO-STRAWS, The best 50c. photographic magazine. Reaches 3,000 amateurs monthly. Sample copy on application. 115-17 Nassau St., New York.
VLAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WEEKS & CHAPMAN**, publishers, Vlan, I. T.
WICHITA (KAN.), THE STAR has the largest local rural circulation; the most news. Contract rate 15c. per inch, stereotyped 9c. Just harvested largest wheat crop.
THE FLORIDA FREE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.
KEY WEST, Florida. Read and advertise in the **Key West ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years, 8 fol. pages. Only 90 miles from Havana, Cuba. J. T. Bail, Mgr.
PEOPLE who want to reach Western readers with their business should consult the **Billings (Mont.) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.
THE SUSSEX STANDARD, published at Waverly, Va., is more than a county paper. Peanut growers, buyers and cleaners read it because it is the only special peanut paper. Covers the Va. peanut belt. Rates: 1 inch, 1 year, \$4; 50 per cent discount for all electors.
THE GEM CITY, Ft. Madison, Iowa. Sworn average circulation during 1900, 585 daily, 1,327 weekly. Average for March, April and May, 1901, 606 daily, 1,375 weekly. Best and cheapest advertising mediums in city. Special low rates to responsible agents and large advertisers.
AMERICAN AMATEUR PHOTOGRAPHER, monthly, 361 Broadway, New York. Handsomely printed, profusely illustrated. Edited by Dr. John Nicol and F. C. Beach. Most instructive and progressive magazine of its kind. \$3 per year. Sample copies 10 cents. Rates \$2.50 per in.

PRESS-REPUBLIC, Springfield, O. Leased wire Associated Press report. Sworn circ'n guarant'd by Citizens' Bank to exceed 8,000 daily.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

AFFIDAVIT—I, E. P. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,468. E. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

THE FREIE PRESSE, Wilmington, Del. The only German newspaper—a daily 31 years in existence—published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

If you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

ONLY 5 cents a line is all the **AMERICAN PHILATELIST** charges for small advertisements. Send your copy and pay on receipt of marked copy. Mail order and patent medicine advertising pays fine. 1,000 paid-up subscribers, every one a buyer, every one a "sport," consequently has money "to burn." What more could you want? It is not the size of the circulation in this case, but the quality. **THE AMERICAN PHILATELIST**, De Soto, Mo.

THE POST, Middleburgh, Pa., is the leading weekly newspaper published in Central Pennsylvania. It reaches the best class of people, and no paper, no matter where published, reaches as many people of Snyder County as this Post does. Circulation 2,500 weekly. Rates 10c. an inch. No ad inserted for less than 50c. The Post guarantees that advertisers have a better profit on money expended on space than any other similar publication in the State. Give us a trial order.

THE best adv'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the **DODGE COUNTY REPUBLICAN**. Est. 1867. Through no other source can the well-to-do constituency of this paper be reached so economically as through the **REPUBLICAN**. All home print. The best equipped country printing establishment in the State. The **REPUBLICAN** carries more ads. at a higher rate, than any paper in Dodge County—it reaches the people. For rates and samples address **B. A. SHAVER**, publisher, Kasson, Minn.

ADVERTISING AGENTS.

WE will insert a two-inch adv't in 50 principal dailies in Cuba, Central and South America for six months at \$2.34 per month for each paper. **OPTIMUS CO.**, 194 Broadway, N. Y.

35 HELP or Agents Wanted in the Sunday issue of 15 leading metropolitan newspapers. A bargain for mail order men. Lists free. **HUNGERFORD & DA. RELL**, Washington, D. C.

MISCELLANEOUS.

TIRES by mail, puncture proof, \$5 pair. Anticactus, \$7.50. Pleasure to ride. **ROADSTER CYCLE WORKS**, Camden, N. J.

DRUGGISTS can increase income 25% more by putting Confederate money, stamps and war papers in show cases. For particulars address **CHAS. D. BARKER**, Atlanta, Ga.

PERFECT system of keeping and collecting daily subscription accounts. Will increase collections 50 to 100%. No premium scheme. Mailed for \$1. **JOURNAL CO.**, Spartanburg, S. C.

THE AMERICAN AMATEUR PHOTOGRAPHER, October number, contains "The Nude in Portraiture," "Carbon Printing," "Practical Chemistry for Photographers," "The Tourist Photographer," "Figures in Landscapes," "Picture Criticism," notes, formula, etc., etc. Subscription price \$2 per year. Single copies 20 cts. **AMERICAN AMATEUR PHOTOGRAPHER**, 361 Broadway, New York.

LINOTYPE AND STEREOTYPE METAL.

I MANUFACTURE the best linotype, stereotype and electrotype metals in the world. Get my prices before ordering. (out-of-town orders solicited). **I. SHONBERG**, 174 Hudson St., N. Y.

ADVERTISING CONSTRUCTORS.

W. M. WOODHOUSE, JR., Trenton, N. J., makes advertising forceful, convincing.

COPY for short circular, \$2, cash with order. **JED SCARBORO**, 557a Halsey St., Brooklyn.

RETAILERS, add a mail order department. **GEO. R. CRAW**, 115 Dearborn St., Chicago, Ill.

DRUGGISTS who advertise consult **JANSKY & MRAZEK**, Drug Advertisers, 84 South Ashland Ave., Chicago.

INTERESTING literature about my business free. **BENJAMIN SHERBOW**, Advertiser, 2153 N. 30th St., Philadelphia.

ADVERTISEMENTS that bring people to your store are the kind that pay. I can write them for you. **D. WALTER HOFFMAN**, 254 Burd Bldg., Philadelphia.

FOUR business-bringing advertisements and expert advice on advertising any business. Send details and \$1 to **C. A. HARRIS**, P. O. Box 229, Spartanburg, S. C.

IT will pay you to pay me to write your ads. They will be trade producers. **F. CORY BLISS**, 1443 Chapin St., Washington, D. C.

50,000 88-PP. and cover. 5 7-8x9, good paper. **M. P. GOULD CO.**, Medical Advertisers, Bennett Bldg., N. Y. Ask for other prices.

"JACK THE JINGLER'S" best of fads is writing rhyming business ads. Of title and point, for every use. His New York address is 10 Spruce St., New York.

EDWIN S. KARNIS, 571 East 43d St., Chicago, originator and writer of strong, convincing advertising matter for booklets, newspapers, magazines, circulars, folders, blotters, mailing cards and circular letters.

LAUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. **SNYDER & JOHNSON**, Advertising Writers and Agents, Woman's Temple, Chicago.

"BRINGING Customers Into the Drug Store" is the title of a booklet on advertising the drug store. Free to the druggist who writes on his letter-head. **BENJAMIN SHERBOW**, Advertiser, 2153 North 30th St., Philadelphia.

DEMONSTRATING order six strenuous, vital, living, meaty ads, any business, 50 cents. Fasten and clinch customers. Been mailing trade for merchants 13 years. Practical work; no theoretical fol de rol. **FRANK E. MOYNAHAN**, Mirror Press, Danvers, Mass.

NO matter what you have to sell, I'll write your ads and do it well. In catchy verse to buyers I'll tell Just how and why your wares excel. Write me now. **E. PONDER ELZEY**, Princess Anne, Md.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

"THE world gives its admiration, not to the man who does what nobody else attempts to do, but to the man who does best what multitudes do well." We write convincing advertising and illustrate it too if you like.

THE HENRY MACDONALD CO.,
St. James Bldg., New York,
Phone 1743 Madison Sq. B'way & 26th St.

HENRY FERRIS, his [H] mark, 1049 Drexel Building, Philadelphia.

Writer and designer of ads, especially for the mechanical and trade journals. No foolishness—clear, strong business ads. Three trial ads for \$5, if you mention this paper. Money back if you don't like them. Send circulars or data, and name papers to be used. Reference, **Gimbel Bros.**, Quaker City Rubber Co., Machinery, Farm Journal, **PRINTERS' INK**.

ADWRITERS and designers should use this column to increase their business. The price is only 20 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

"SEEING is believing"—'tis often believing that something similar to what I have made for others might profit the man to whom I send samples of my work. Most of my best clients saw some of my "doings" before giving me their first order. Is it any wonder that I gladly send collections of samples to correspondents interested beyond the postal card limit? I make Catalogues, Booklets, Price Lists, Folders, Mailing Cards and Slips, Newspaper and Trade Paper Advs.—indeed, everything in trade literature. **FRANCIS I. MAULR**, 408 Sanson St., Philada. I usually make unusual things.

DONT you think you should get better returns from your advertising appropriation? That's my business. I have helped others to profitable publicity and I can do the same for you. I write, design, illustrate, plan and print newspaper and magazine advertisements, booklets, catalogues, etc. I will contract to look after the advertising matter of retailers for \$4 to \$8 a month on a six or a twelve months' contract. Am specially prepared to bring life and profit to wholesale and retail drug businesses. I directed the expenditure of \$150 in the last three months for a retail druggist that brought in a clear profit of over \$600. A number of others might be mentioned equally as good. Don't you think your business would get stronger if it used some of my medicine? I want to open business with a few more of the best druggists and other retail and wholesale stores in the United States and elsewhere, and for the purpose of introducing my work, I will write four sample ads for \$1, cash with the order, or an eight-page booklet for \$3, or both for \$5.50. **GEO. W. WAGENSELLER**, A. M., Middleburgh, Pa.

At This Office, 10 Spruce Street, N. Y.

GEO. P. ROWELL & CO. ADVERTISING BUREAU

keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

A BOOKLET

ANSWERS QUESTIONS.

Suppose you were to take the main points about your business, the things people want to know, and embody them in a nice little booklet—wouldn't it save you a lot of letter writing and be an excellent business getter?

Almost too self-evident to require argument, but what we've after is to get the printing of that booklet. We've got the right facilities for the making of good booklets—the attractive, the well-dressed business-getters that get attention because they deserve it.

It will cost you just \$10 to have us print 1,000 such booklets for you, and we'll make them eight pages, three and one-half by five inches, and we'll use a fine quality of paper, any color of ink you like, and wire stitch it. Five thousand will cost you \$26.

If you want us to edit the copy or illustrate it, or both, it will cost you a little more, but your booklet will be better advertising.

Would you like to see a sample booklet?

Every druggist should send for a free sample of our large postal.
They cost but little and never fail to bring results.
Full particulars upon application.

PRINTERS' INK PRESS,
10 SPRUCE ST., NEW YORK.

THE NASHVILLE

Tennessee's

A Clean, Reliable Paper, Worthy of Place in

Among all the daily newspapers of the South there is not one which takes higher ground than THE NASHVILLE BANNER. All the features that go to make a high-grade newspaper are conspicuously developed in the BANNER. It gives the full Associated Press news service and its corps of special correspondents furnishes a superb service of Tennessee news everywhere. The average political partisan who believes that the chief end and aim of a newspaper should be the promotion of the party, regardless of error or rottenness in leadership, does not appreciate the higher plane upon which the editorial management of the BANNER is pitched. Through its high-toned, courageous and dignified course it has done much to magnify and uplift the calling of journalism. It is conservative, yet sufficiently aggressive to wield an influence for much good. Even those

The NASHVILLE BANNER guarantees the quality of any other

EASTERN REPRESENTATIVE:

**S. S. VREELAND,
150 NASSAU STREET, NEW YORK.**

THE BANNER

's Big Newspaper

in workshop, Social Circles or the Family Fireside.

s of not at all times agree with its teachings can
her but admire its independence of expression
feat respect its utterances, coming, as they do,
aper from a source uninfluenced by political "pull"
NER unworthy motive. Every position on the
ser BANNER, from the pressroom in the basement
fun the editor's lair under the roof, is filled by
ery newspaper men, who study the making
bel a first-class newspaper as a lifetime busi-
wsp and profession, and the result is a news-
reg er whose columns are filled with the last
hip, able news, together with an editorial page
hich ling with diversified subjects in an able,
pitified manner, and special and general fea-
und es of information in helpful and attractive
nify m. The BANNER is a clean, reliable news-
com er, worthy of a place in the business office,
o w workshop, the social circle or the family
ose side.—*McMinnville Southern Standard.*

**circulation to be more than double that
othville daily.**

NASHVILLE BANNER,

E. M. FOSTER, Bus. Mgr.,

NASHVILLE, TENN.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, OCT. 9, 1901.

THERE is a good deal of criticism heaped upon the *New York Journal* by press and pulpit alike. Notwithstanding the large circulation which the *Journal* enjoys, there are thousands who never read it before. These thousands, true to human nature, hasten to buy the paper—and are probably greatly disappointed not to find it as bad as they confidently expected.

THE one dominant motive of American progress is to continually advance, to do something more and better than has ever been done before.

If the public press is to be considered a great factor in the advancement of science and civilization, advertising comes in for a large percentage of credit in the achievements.

A VERY small gold nugget can be beaten out thin enough to gild the dome of the capitol at Washington, but no one would fall into the error of thinking that the dome was made of solid metal. Likewise, an extremely small advertising appropriation can be spread over an entire State, but never so deftly as to lead readers to believe that it was the forerunner of a big campaign. As the nugget of sterling metal would be more impressive than the golden dome, so a well-covered town is more impressive and convincing than a superficially covered State—or even country.

To think that "anything is good enough" to fill advertising space is equivalent to thinking that anything is bad enough.

THE Meriden Britannia Company, International Silver Company, successor, Meriden, Conn., has a laudable system of "following up" the retailers. In the *Ladies' Home Journal* for October, the company has an unusually artistic column ad. Five hundred marked copies of the issue were mailed to the biggest customers with an insert slip calling attention to the way the company is continually helping them to sell silver plate and to the fact that the company does no mail order business but refers each inquiry to the nearest dealer handling their goods.

THE *Advertisers' Guide*, New Market, N. J., in commenting over the many failures caused by the cutting of rates among advertising agents, says that the suggested remedy that publishers combine and prohibit it would be useless. Agents can make combinations of the papers at a reduced price, and no one may say on which paper the cut has been made. Neither do publishers impartially enforce their laws by barring the cutters. The only remedy rests with the advertiser. In advertising, as in everything else, the very cheapest to be obtained is not worth buying. Good, honest service commands a reasonable price. There is no virtue in mere cheapness.

THE Walding, Kinnan & Marvin Co., wholesale druggists, assert that it is absolutely impossible for a proprietary medicine advertiser to get proper returns from his advertising in Toledo, Ohio, without using the *Times and News*.

UNKNOWN, variable circulation is the rock on which nearly all advertisers who do not succeed have been wrecked. Avoid this rock as you would a pestilence. Carry in your boat the compass of "known, proven circulation" and you can sail the dangerous seas in safety.—Results.

AMERICAN brains seem to be different from any other in that they are the sort that continually pushes ahead. They are never satisfied with "good enough."

BLACK is a keynote capable of being put to highly effective use in window decorating. It attracts not only through novelty, but is full of possibilities on its own account. The striking contrasts produced in optical illusions, such as living heads, can easily be got in windows. The dead, lusterless black velvet of the conjurer creates the finest background conceivable for displaying goods that have color enough to make them stand out against it. A window dressed on conventional lines is frequently a small battlefield of warring colors, but nothing that can be seen distinctly against black is out of keeping. The veriest novice would hardly make a blunder with it. A half-dozen good articles—ribbons, bonnets, pieces of crockery, silks—will attract more attention from passers-by than fifty combative articles arranged after the ordinary scheme, and a row of concealed lights in the foreground (corresponding to the illusionist's footlights) will throw out every slightest tint and detail.

COST of your goods, plus advertising expense, subtracted from the selling price, equals profit. With a paper of uniform, known circulation the advertising expense is definite and the problem is easily solved. But with a paper of variable, unknown circulation, you have two unknown factors and the problem is impossible of solution. This fight for honest circulation is up to the advertiser alone at present. Demand an honest delivery for every dollar you spend. Demand it of the publisher and demand it of the advertising agent. Insert a clause in every contract that circulation will be proven if requested. The man who buys advertising space is entitled to the full fruits of his bargain the same as the man who buys any other commodity.—*Results, Indianapolis.*

QUALITY, not quantity. The ad that reaches and interests one-fiftieth of the people living in a single square mile of territory is more profitable than a campaign that covers ten thousand square miles and interests but one or two persons in each.

ADVERTISING gives you the chance to say things about your goods when people are most disposed to listen to you. Through its intervention you can say things that no customer would have time or inclination to listen to in your store—things that neither yourself nor your clerks could tell verbally. It's a pretty busy man who doesn't pick up a newspaper or magazine at least once a day. He will turn to them twenty times at odd moments. Advertising enables you to say your say then—when he is better able to listen than at any other time. You might call at his office each day for a week and not get to see him. But when the ad sends in its card it gets a hearing.

THE proper studies of the man who would write successful advertisements are: First, his goods; second, his public; last, other ads. Too much stress is laid upon this last point by those who advise young writers, and the result is imitation instead of original work. There are more ideas to be got out of a store and its patrons in one day than in all the ads written in a month, for the ideas in ads are second-hand, while those in the store come from the Giver of Ideas. In past centuries it was commonly taught that all knowledge had been ascertained exactly by the ancients and set into books, so that the youth who wished to study nature and the universe sat up nights reading Plato, Aristotle, Horace and Virgil. How little they learned is shown by the advances made since men began to turn over the pages of the book of rocks, clouds, coral reefs, fossils and stars. Every day brings its own spirit in ads, no less than in books and human thought. Yesterday's ads and books are useful only as records and suggestions.

AN ad should be plain in its description of the goods. If you can be clear and ornamental at the same time, well and good, but never sacrifice matter to manner. "For," as Tupper says, "to write is to speak beyond hearing, and none shall stand by to explain."

IMAGINATION has its place and purpose in advertising. Excellent effects can be gotten by taking the newspaper reporter's viewpoint in writing of goods. The rule on a live newspaper is to "play up" the romantic or humorous or melodramatic features of news facts. Of yellow journalism, for instance, somebody has said that the rule is to "play up the truth so that it looks like a damned lie." If Mrs. Higgins' gasoline stove blows out the kitchen windows and fills her street with fire engines, the reporter who goes after the facts of the thing is on the alert for the unusual. Mrs. Higgins may have said something interesting to Mr. Higgins just before the flare up, or just after, or the stove may have a history, or there may have been a miraculous escape, or a love element in the affair. The facts of the ordinary gasoline stove explosion are trite and meager. In order to leaven them the reporter has to hunt a fulcrum for his imagination. He finds it, generally, or newspapers would be dry reading. Ads and news are all a matter of "playing up." The facts about a pair of suspenders for forty-eight cents are cold enough unless they are lightened with some fanciful trifle. If they are imported French suspenders one can say something about the grisettes who work for G yot, or if they are commonplace Yankee "braces" there is always a chance to work in a little thing of one's own about buttonholes or elastic, sewing or buckles. All in the catch-line and the twenty words beneath it. Ten lines suffices for the reporter's leavening, and the story never lacks its important particulars, no matter how much he "plays horse" with them. Nor will the ad lose any of its vital facts through this method of making it readable.

IN advertising one way to waste money is to spend too little of it for advertising space.

ONCE in a blue moon some business granny startles the world by telling it that the public's love for advertising is a passing craze—that it will eventually go out like the newest novel and the pianist of longest hair. "Too good to be true," says the granny; "it cannot last." Which shows, of course, that business grannies lack philosophic insight. Advertising is a condition of modern life, and modern life is becoming a very full, condensed existence. Even the newspapers agree upon that. Instead of writing three-volume novels, modern life puts the plot and characters into a magazine short story. Instead of hewing its own wood and drawing its own water, modern life has them hewn and drawn on a magnificent scale, receiving them in pipes at its apartment building. Instead of pony riders, stage coaches and quill pens, modern life has typewriters, telephones and railroads. Therefore, as a matter of course, modern life has advertising. Fifty years ago it walked to the country store and spent a day in buying matches and smoking tobacco. Now it sends to the mail order house and waits for its improved machinery to bring them—nor does it wait long. Instead of going to trade horses at the hay market it uses want ads. Instead of haggling over its grocer's counter it lets all the wiser grocers bid in a few inches of advertising space, and makes up its mind before breakfast. Briefly, instead of spending hours upon arranging its domestic economy, modern life spends minutes over the columns of its newspaper, thereby saving time (which is modern life's most precious asset). Advertising is a machine for doing what was once done by hand, and therefore it gets modern life's lasting gratitude. And it is very plain that if it were called upon to choose between advertising and business grannies it would not falter in making its choice.

A CHICAGO druggist makes excellent advertising space out of his city directory by interleaving it with small circulars, folders and the literature furnished him with proprietary articles and other goods in his stock. When a neat advertisement comes his way he tips it in between pages, taking care to have not too many of them, nor any too large to interfere with the comfort of those who use the volume. The plan might be bettered by using one specially printed legend throughout the whole book, changing it weekly. Just at this season of the year it would be possible to exploit cough and cold remedies to good advantage, for if the person who used the directory had a cold, a reminder while he was in the store would be almost certain to result in a sale.

BOYCE'S ROUND FIGURES.

CHICAGO, Sept. 25, 1901.

Editor of PRINTERS' INK:

We note that last January you awarded the Sugar Bowl to the *Bangor Weekly Commercial* as having the lowest rate per line per thousand. According to the figures given the rate is one-fourth of a cent per line per thousand. It is more than we can understand how you have made this award in the face of the fact that our rate cards in your possession show our rate to be much lower.

Our rate on Boyce's Weeklies is \$1.10 per line gross for 500,000 circulation. Our actual average circulation has been for several years between 550,000 and 600,000 copies weekly.

Yours truly,

W. D. Boyce Co.,

W. C. Hunter.

The editor of the American Newspaper Directory, when shown the above letter, said: "There are hundreds of weeklies that would have a better chance to get the Sugar Bowl award than the Boyce weeklies. The Boyce weeklies may have large circulations, but I have never been able to obtain any proof of it from the Boyce headquarters. The circulation statements from that office are always of the sort designated as 'Z' statements, which are explained as follows:

"The Z rating is most largely applied to newspapers whose publishers are better at issuing circulation claims in round figures than in sustaining their claims by facts and records."

THE BEST TRADE OR CLASS PAPER.

Among the four papers now under consideration for the award of the PRINTERS' INK Sugar Bowl, viz.: *Inland Printer*, Chicago; *National Druggist*, St. Louis; *Machinery*, New York, and *Iron Age*, New York, all but the last named make their circulation known. The American Newspaper Directory designates the circulation of the *Iron Age* with the letter G, which means that it exceeds 4,000 copies per issue. In fixing the comparative value of one paper against another and deducting from such comparison the probable amount of service the paper renders to a constituency, the knowledge of a paper's exact circulation enters into the question. In this particular case are three trade papers with known circulation against one of only estimated circulation. Each of the former is also larger per issue than the one of the last named.

The *Iron Age*, it is asserted, has always been accorded a very high place as a publication, and judging from the amount of advertising which it carries it serves its customers well.

Notwithstanding these facts, the *Iron Age* must be considered defective in the attitude it maintains towards advertisers. It refuses to make known its actual circulation. For this reason it is decided to eliminate the *Iron Age* from further consideration in connection with the Sugar Bowl award.

A COLUMN of advertising space is like a block of marble in the rough, and there is no known limit to the things that may be carved out of it.

THE record of the foreign commerce of the United States during the eight months ending with August, 1901, shows an increase in imports of \$14,000,000 and an increase in exports of \$23,000,000, comparing the eight months of the calendar year 1901 with the corresponding eight months of 1900. The increase in imports is chiefly in coffee and diamonds.

OPTICAL PUBLICITY.

The following remarks on optical advertising, made by W. C. Watts, before the Buffalo Convention of the Optical Society of the State of New York, are taken from the New York *Jewelers' Circular*:

It might be well to begin this article with the definition of the noun "advertisement." It means attention, attraction, observation, instruction, etc.

To advertise and have it effective is truly a business requiring study and skill. Many men now make it their exclusive business to write advertisements. They have become experts by developing their talent in that direction, and it pays them well. The men who are the successful and up-to-date business men are the ones who spend much money on advertisements of one kind or another.

The ways of advertising are many, a great many have but very little value, and there are a good number that are worth the cost and a few that are very excellent. For the retailer dealing directly with the consumer the acknowledged best medium is the newspaper, providing it is a live one—and that wants another qualification—the location in the paper wants to be good—all cannot have the best spaces, but if the advertiser is particular, the compositor will see that you don't get buried.

Another of the best ways is the attention given a customer. It costs nothing to be polite and to always remember to be a gentleman and speak the truth. Don't be in too much of a hurry. We all appreciate, particularly in our profession, the careful and painstaking person. In few other professions, unless the medical, is there such chance for humbug and untruth, so we, who are banded together for the betterment of our professions, cannot be too careful how we represent and present matters to our "patients." If we get a reputation for being conscientious who could ask for a better advertisement—to have people come in and say, "I was sent here to see about my eyes; they told

me you would tell me just as it was." To gain the confidence of the public is always the aim of the advertiser. One may advertise expensively and extensively; it will bring customers to you, but if the requisite attention is not given all is lost. I have talked with men who have had that experience and they said advertising did not pay—of course, it did not nor never would pay them.

Another thing so very requisite, particularly with our kind of work, is to back up our advertisements with knowledge. It used to be that a man could sell his glasses when his customers came, without very much knowledge of the eyes or methods of correctly refracting the eyes, but to-day the successful optician must show and prove his knowledge by his deeds. How soon does it become extensively advertised? If he is not competent his little business will soon be lost, advertising or no advertising, but if he is competent his fame will spread. So it pays to get the most thorough understanding first as a fundamental principle to advertising.

One of the very best advertisements in any business, especially the optical, is to make our places attractive inside and out. The first impressions come from the front—the windows and entrance. The window attractions to-day are considered an important factor in advertising. It is a reminder and a tempter, and gets the customer into the store. Have everything clean and in order, and that does not cost anything. If one can afford to, it is money well invested to have fine fixtures and furniture, and in addition to that the refracting optician will greatly profit by investing in instruments, not only for their scientific accomplishment but for their effect upon the customer.

Don't sell any trash; sell nothing but the best of its kind. Cheap goods never made any one a first-class reputation. A great many people don't know what to buy—give them good advice and you will invariably sell them good material. If it's good you have gained a permanent customer. If it's

cheap, it matters little how small the price, you have not only lost that customer but his friends also. That is poor advertising.

In your newspapers, change your advertisement daily if you can, twice a week surely. Make the matter interesting and instructive. The public will watch your advertisement, and never forget you. An advertisement with one insertion is very seldom profitable. Keep your space contract for a year—any less time is a waste of money; use cuts freely. Something to call attention to the space. An eye, a face, a pair of glasses, or any other good cut. The reading matter make brief but plain, and never say anything to catch a person and not be able to fulfill it to the letter. Don't cheapen your knowledge by advertising "Examination Free." The public will think it cannot be much—on the something-for-nothing idea. Just apply that to your advertising. If you don't spend anything how can you expect anything?

Now Mr. Optician is advertising in this newspaper energetically, the store or office is attractive, his manner is agreeable, his knowledge is unsurpassed, his advice is excellent, his goods are first quality. Mr. Customer reads your advertisement, surely he comes to see you, he is pleased with his reception, you fit him satisfactorily, he truly is your customer and your best advertiser. You cannot fail.

SHREWDNESS VS. HONESTY.

An honest merchant made as strong statements about his stock as the goods would warrant.

What he said was true.

A shrewd competitor always went him one better.

What he said was not true.

The honest merchant lost some sales but saved his reputation.

The shrewd competitor fooled a number of people but lost their friendship.

In the end the honest merchant had the bulk of the business.

In the end the shrewd fellow had nothing but experience.

Moral: Shrewdness is not a desirable quality in dealing with customers.

—*Advertising World.*

THEY ADVERTISE.

Business is not always subject to the beck and call of an individual, but there are those who always get business by knowing how to beckon or how to call for it.—*Success, New York.*

THE PROFESSOR'S BUST.

The *Advisor*, N. Y., says: Professor Munyon has just turned another trick in his efforts to get up astounding window displays. It has been said—but *The Advisor* will not vouch for the truth of the story—that this great medical man recently invented a plaster which, when placed in a window for display, possessed such powerful pulling qualities that it drew in every one of the large sheets of plate glass and, naturally, they just broke into fragments. A few applications of his great life restorer, aided by a few doses of his system builder, were administered and lo and behold—the glass was restored to former life and usefulness and was even better than before taking the professor's heroic course of treatment. It is needless to add that the newly modelled bust of Professor Munyon—molded from the raw material which is supposed to be used in the manufacture of his Witch Hazel Soap—has up to this date neither smashed any windows nor performed any other naughty tricks. It simply reposes quietly and peacefully in the window and gazes at the passing throng with that immobility of countenance which characterizes its principal. Professor Munyon displayed rare judgment in changing the colors and materials for his bust. Instead of presenting his features to the public in the deathly white of plaster paris he now appears resplendently green and gorgeous in his new dress of Nile-hued soap—a case of turning green—but not from envy.

THE experience gained by an advertising blunder is usually worth tenfold what it costs.

ILLUSTRATED EXPRESSION.



"NEXT TO NOTHING."

THE DISTRIBUTION OF CATALOGUES.

Most concerns making use of catalogues for advertising purposes agree that it is a costly business to get them into the hands of the most desirable parties.

To begin with, the postage runs from two to five, and in some instances as high as ten cents per copy. If each one were sent where there would be a fair chance of some business resulting, these figures would not seem large. But the fact is that many of them go where they do no good whatsoever. Besides this, many of them never reach the parties intended, and the result is that the average cost of getting them into the hands of people who will be likely to appreciate them is very greatly increased. Many manufacturers prepare and send out new catalogues once per year. But a good many changes take place in a period of twelve months—people die, move, go out of business—and unless the mailing lists are carefully revised by those who have at hand the means for accurate revision, large numbers of catalogues will be absolutely thrown away.

How to remedy this state of things is the problem. It has been suggested that the most practical method is for the firm intending to issue a catalogue to address a circular letter to those to whom they are intending to send copies, say, two or three weeks before the catalogues are ready. These letters should make mention of what the catalogue will contain and wherein it will be different from the last one issued, and it should directly ask the question whether a copy is desired. This, in itself, will suggest that the catalogue must be of some value, or such pains would not be taken concerning it. It will convey the idea, without really expressing it, that it is a booklet which will not be scattered broadcast, like an auction sale notice, but is only intended for those who really want it. This will enhance its value in the eyes of those to whom it is proposed to send it. This letter should also contain a return en-

velope, already addressed, and a printed slip whereon the signature of the party alone will be all that is needed to constitute an order for a copy. This step saves the dealer the time and trouble of writing a formal letter. The circular should also state when the catalogue may be expected, and it would be well to add, in bold type, something like the following:

"If this catalogue is not likely to be of real service to you, please do not order it." This will prevent a number of orders which would be sure to come in, prompted solely by curiosity, or out of supposed courtesy, and the result will be that the return slips which call for catalogues will safely be counted as having come from the most desirable class of people.

But this matter of correcting the list to whom even the letters are sent is one of great importance. The list should be kept in alphabetical order, so far as the States are concerned, and the names of the parties should be arranged in a similar way. It will then be a very simple matter to check off those of no value. A list made last year, but not revised, is probably somewhat more valuable than a list of names of dead men—though it is questionable how much more so. Of course, the envelope in which the inquiry is first sent should bear your imprint, so as to insure return in case it cannot be delivered, and the wrapper of the catalogue should be similarly marked.—*Carriage Monthly.*

IN THE SMALLER TOWNS.

The three men who keep general stores in Wayback advertise in the local paper that they have for sale at reasonable prices "Dry Goods, Notions, Hats, Caps, Boots, Shoes, Paints, Oils, Varnishes, Sugar, Tea, Salt, Spices, and a General Collection of Such Things as Every Family Needs," and not one of them increases his trade to the extent of a nickel, because everyone knows they keep these things. Let one of these merchants begin systematically to tell a good story about his goods, varying it from week to week, and he will soon be doing two-thirds of the business done in Wayback unless his competitors follow the same plan, and if they do the volume of trade for that particular point will be so greatly increased that all of them will profit by the advertising they do.—*Agricultural Advertising.*

Advertising Right

is the object of every business man, and most all druggists realize that such a thing can only be done after careful study.

The druggist who reads PRINTERS' INK regularly will accomplish this desire for advertising right—more quickly and surely by reading PRINTERS' INK regularly because PRINTERS' INK publishes week by week the latest happenings, plans and ideas that arise in the advertising field.

PRINTERS' INK publishes the practical advice of men who advertise and make money by the use of proper advertising forms, plans and methods.

It doesn't matter what part of the country the plan comes out of—notice of it will be found *first* in PRINTERS' INK, and it is a fact that many of the best known men in the advertising field have at one time or another told of the methods that should be used to secure profitable results. A five-dollar note invested in a year's subscription to PRINTERS' INK will return a dividend many times, because the reading of PRINTERS' INK will put one in close touch with the sort of information every advertiser should have, and the methods of another fellow found in PRINTERS' INK will brighten up and stimulate one's own ideas, no matter whether one thousand dollars or twenty dollars is spent a year for advertising.

We would like to make you a regular reader of PRINTERS' INK and invite you to fill out the inclosed blank and send it with five dollars to

PRINTERS' INK, 10 Spruce St., New York.

PRINTERS' INK,

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 Spruce St., N. Y.

Gentlemen:—

Herewith please find ^{check} money order for Five Dollars (\$5) in payment for one year's subscription to *Printers' Ink* from issue of

_____ 19

to _____ 19

To be sent to the following address:

_____ 19
Write Name and Address plainly.

IN CUBA.

In *Publicity for Specialists*, the "PRINTERS' INK baby" issued by the J. Frank Hackstaff Company, New York, the secretary of that company tells us the following interesting facts concerning newspapers and advertising in Cuba:

Up to the present time the newspapers of the island of Cuba have been an unknown quantity. They have changed with each administration to suit the ideas and demands of the men in power.

During the Spanish regime the Captain-General of the island practically controlled all the reading matter of the different papers, and if one did say anything against the State, the paper was promptly suppressed and the administrator and publisher thrown in jail and left there for months to suffer with the criminals and other political prisoners.

Since the American occupation there have been many changes. The papers are brighter in every respect, and thus take up the cause of the people from the people's standpoint. In Havana the *La Discussion* is the radical Cuban paper, and from it nothing is too good for the Cuban. It has a circulation of over twenty-four thousand copies daily, and is read by all classes of Cubans. The *La Lucha* is the pro-Spanish paper, and from its pages one can see the position of the Spaniard in the island. Its ideas are not so radical as those of its contemporaries, but they are backed by the rich Spaniards, and its printed matter is gospel to them. The *La Lucha* prints half of its paper in English, and is therefore read by most of the Americans, thus giving it great strength with the government. Its policy is annexation, and it does all in its power to forward this end.

There are many other papers in Havana, sixteen in number, and they all have different classes of readers. The *Havana Post* is the only strictly American paper of the island, owned and published by Americans, and giving all the news of the United States and Cuba in detail. It is a new venture, but is steadily reaching out,

and will be a power among the Americans, Cubans and Spaniards who wish for annexation. Among these are numbered the rich merchants, land owners and other wealthy citizens who have visited the United States and realize the value of becoming part of the grand republic.

All the newspapers in Cuba are very peculiar, both in style of composition, make-up and printing. The margins around the paper are from two to three inches wide. The Cuban thinks it looks stingy not to have wide margins.

There is considerable advertising run in the papers at the present time. Several papers are now catering to the classified advertising departments, and by the number of small advertisements appearing daily seem to be doing exceedingly well, considering that this is a new venture.

Many American firms are doing considerable advertising in the papers of Havana, using large display, fully illustrated, or two or three-inch reading notices. These advertisements are mostly printed in English and attract a good deal of attention among the Cubans, not only giving them a knowledge of what is advertised, but teaching them English, which every class in the island is anxious to learn.

There is a great field for the consumption of American products throughout Cuba, as there are few articles manufactured there. Proprietary or patent medicines or small articles for household use are in demand.

The homes in Havana have almost no conveniences whatever, so that many articles would be snapped up by the head of the household. If such articles or preparation be advertised in the right way, there is no doubt of great success. There are a few patent medicines being advertised quite extensively at present with very good results, but with properly worded advertisements and literature there is no doubt that there is a great future for American articles in Cuba.

In using the Cuban papers for advertising it would be well to "follow up" with plenty of good

literature printed both in Spanish and English, as it will be carefully studied for the reason already mentioned, that every one is anxious to learn English, and will keep everything printed in that language if it is accompanied by the Spanish translation.

In following up advertising with the actual selling of goods, account must be taken of the difference in temperament and habits between the Cubans and ourselves. Your German and Frenchman takes thought on this subject and prepares for success by learning Spanish and observing the customs of the people.

The American salesman is too apt to employ the methods he is familiar with at home and insist upon their acceptance. If he does not speak Spanish he will perhaps be suspected of being a carpet-bagger or "slick article," so many of whom have preceded him.

Americans are lovers of the direct business method, and are not willing to preface a business interview with talk of the weather, politics, the sun, moon and stars, the grandfather of their customer and other topics leading up to the real matter of importance.

But the Cuban expects these preliminary courtesies, and dislikes the "straight from the shoulder" method of approach. Consequently the representative of American firms who has not learned "when in Rome, do as Rome does," should not be surprised if put off with the inevitable "manana."

"To-morrow" may indeed stretch into a month.

"But may I expect to secure an order to-morrow?" you urge, anxious to make headway.

"Quen sabe?"

"Who knows," in fact, if you will ever succeed in getting that order without a change of tactics?

But as time goes on Americans and Cubans will come to understand one another better, and the way will be opened up for an immense trade between the island and the States. Those advertisers who are early in the field will have the best chance of getting and holding it.

THE DECLINE OF THE BICYCLE.

A solemn convale of the directors of the American Bicycle Company will be held in October. Among the matters to be decided is the advertising policy for the ensuing year. The truth is that the bicycle business is in a languishing condition.

A few years ago, when the craze for wheeling was spreading like a prairie fire, the goodly fellowship of the prophets made some rash predictions. The bicycle was so useful, they said, that it was surely come to stay. It was a source of health, and it saved time and money. It provided the most democratic part of recreation. The howling swell who spells "society" with a big S and the hard-handed mechanic met upon the same level. Bicycle clubs sprang up everywhere. Newspaper jokers made fun of the scorchers and predicted that the horse would soon be as extinct as the dodo and the dinosaur. Never was an article of merchandise so well advertised. The editorial writers discussed bicycle questions as gravely as they discussed the tariff. Clergymen praised or denounced the wheel from the pulpits. Whether a priest might decently use a bicycle in going about his parish was a question solemnly referred to a Western archbishop of the Roman Catholic Church for adjudication. Women had themselves photographed on their wheels. The hump-backed champion who broke all records was as great a hero in New York as a top-line bull-fighter in Madrid.

Could the popularity of the bicycle ever decline? A thundering chorus answered "No!"

Nevertheless it has declined almost to the vanishing point. Plants that used to turn out thousands of bicycles are making automobiles. Several months ago the American Bicycle Company began sending out scores of reading notices to papers that carried its paid advertisements. Publishers were urged, as a matter of business, to revive the long-neglected departments of wheeling news. The notices were intended to assist such revival. Few of them mentioned the company by name. The idea was to stir up an interest in a declining sport. It was like trying to revive a very sick man with oxygen.

Whether this policy has been justified by its results the directors of the American Bicycle Company will decide at their October meeting. But who would have predicted in 1896 that in 1901 bicycle "news" would not be printed unless it came from an official press agent?

Truly the public taste is a fickle thing.—*The National Advertiser.*

SELFISHNESS.

From the cradle to the grave is a period of eternity, devoted to the elimination of one idol and the rearing of another, that in turn must waver and dissolve into its native nothingness; but there is an idol called self or selfishness, which stubbornly resists the ravages of time, and insists on a niche in every temple of clay, into which has been blown the breath of life.—*The Iconoclast.*

COMMERCIAL MUSEUM AT ST. LOUIS EXPOSITION.

The International Bureau of Commerce, known as the Philadelphia Commercial Museum, has a creditable display, covering 1,440 feet of the floor space of the Exposition building. The exhibit consists of samples of foreign-made goods which the Museum has gathered. These goods bear tags showing wholesale cost in foreign markets, names of makers and countries where made, so that our merchants can examine and see if they can compete at a profit. Many hundreds of thousands of these samples have been brought together. There are silks, satins and woolens from China, India, Japan, all European and many smaller Asiatic and African countries, as well as islands.

There are cutlery, hardware of every kind, shoes, glassware, silverware and almost everything imaginable from Germany, England, France, Russia, Austria and many other countries. There are also shown the imitation American goods that are palmed off in foreign markets as the real thing from Uncle Sam's dominions.

Catalogues of all American and foreign manufacturers are on file for comparison at any time, and the addresses of all reliable foreign merchants are kept in this bureau of information, connection and all lines handled, as well as what lines are desired. Thousands of specimens of the natural products of foreign countries are on hand, showing woods, cereals, ramie and many other things, making the bureau an attraction from an educational standpoint.

Its membership embraces every trade, and extends to every manufacturing center in the United States. Members are supplied with verified lists of foreign houses handling lines they wish to sell. They are also protected as far as possible from making foreign agents of firms already handling large competing lines, and thus leaving their goods out of the market. Specially prepared reports, covering all information up to date regarding foreign markets

and the advisability of entering with lines of goods carried or manufactured by each individual member, are sent out monthly.

Special information regarding laws of all foreign countries relating to imports, as well as maps showing shipping routes and lists of banks, collection agencies, consulates, credit bureaus, attorneys and all other necessary data are fully and reliably given to members. To the public the collections in the Museum and its library are free, and the fees to manufacturers and merchants who avail themselves of its special services are nominal compared to the advantages secured. Especially of interest to St. Louis manufacturers is the fact of the very close and full connection of this Museum with Mexico and the Central and South American States.

Export trade is admitted to be a prize well worth all the business energy and sagacity put upon it, and the government reports give to the Philadelphia Museum a large share of the credit for the increase of this trade from the United States in the last few years. The plan is perfect in every detail and the effects are marvellous.—*N. Y. Commercial.*

GOOD LOGIC.

But the most interesting advertisement fails to bring adequate returns unless it appears in a paper of large circulation, and which is read by the people who need the articles advertised.—*Fremont (Ohio) News.*

WHAT PUBLISHERS ASSERT.



"WELCOMED WITH JOY ALL OVER THE WORLD."

THE TRULY FAMOUS.

Their names stand out in the papers
Day after day thro' the year,
No thought do they give to the capers
Of potentate, magnate or seer;
No matter what governments perish,
With scorn both for news and for
fads,
They grace a fixed place very garish—
The names that one sees in the ads.
Aye, men and states may come and go,
But these great names all ages know:
Munyon,

Mellin,
Greene
and Paine,

Horsford,
Pinkham,
(what a train!)

Postum,
Ayer, Hood, And who—
Ever

helped
this
sick world thro'
—Advertising Experience.

A PLAN NECESSARY.

Before going into the mail order
business it is as necessary for you to
construct a plan of conduct as it is for
a builder to have plans made before he
can build his house.—*Mail Order Jour-
nal, Chicago, Ill.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line
each time. By the year \$25 a line. No display
other than 2-line initial letter. Must be handed
in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for
rates. A. R. DAVISON, Pub., Kempsville, Ala.

PRACTICAL WEATHER. Published once a
month. Publishes Dunne's famous Forecasts
of the Weather, the most accurate and reliable
long range forecasts ever appearing in print,
based on terrestrial meteorological data, and on
an sound scientific principles as those of our
National Weather Bureau's. It also publishes
interesting articles on the philosophy of the
weather.

PRACTICAL WEATHER circulates in every State,
also Canada and Mexico and our new possessions.
It also goes to India, Australia, and nearly all the
countries in Europe. It has some of the best in-
telligence of the world among its subscribers,
representing almost every profession, trade and
calling. It is truly cosmopolitan and an A1
advertising medium for this and foreign coun-
tries. Rates for advertising furnished on appli-
cation. Address PRACTICAL WEATHER PUB-
LISHING CO., Montgomery, Ala.

ILLINOIS.

THE FARMERS' INSTITUTE, Carbondale, Ill.,
takes your ad to good buyers. Average cir-
culation for 1900, 3,222, and growing.

THE JOURNAL OF THE SCIENCE OF OSTEO-
PATHY. DR. J. M. LITTLEJOHN, President
Am. College of Osteopathic Medicine and Sur-
gery, editor. 1 Warren Ave., Chicago, Ill.

MAINE.

TO reach Rockland (Me.) people—best, quickest,
cheapest—advertisers use the DAILY STAR.

OHIO.

TO reach mail order buyers, try PENNY MONTH-
LY; 10c. a line; circ'n \$5,000; Youngstown, O.

MISSISSIPPI.

THE South is booming as never before in its
history. Why not ride in on the crest of
the waves? You can't enter Mississippi terri-
tory successfully (the most prosperous section)
without an ad in THE HERALD. Water Valley,
Miss. All home print, largest circulation and
stands first in the confidence of the people.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis.
Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by THE
E. DESBARATS ADVERTISING AGENCY,
Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the
general subject of advertising. Its standing
and influence is recognized throughout the en-
tire country. Its unsolicited judgment upon ad-
vertising matters is of value to intelligent adver-
tisers as being that of a recognized authority.—
Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to adver-
tising—and aims to teach good advertising
methods—how to prepare good copy and the
value of different mediums, by conducting wide
open discussions on any topic interesting to ad-
vertisers. Every subject is treated from the ad-
vertiser's standpoint. Subscription price 25 c.
a year. Advertising rates, classified 25 cents a line
each time, display 50 cents a line. 1/4-page \$25, 1/2-
page \$50, whole page \$100 each time. Address
PRINTERS' INK, 10 Spruce St., New York.

BOTTLING.

IF you wish to reach the bottling trade of this
country, advertise in the AMERICAN CARBONA-
TOR AND BOTTLER, 67 Liberty St., New York. Es-
tablished in 1881.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent
extra for specified position—if granted.

Must be handed in one week in advance.

A SPECIFIC FOR CATARRH. Address,
WM. BENNER MEDICAL CO., Tiffin, Ohio.

A SPECIFIC FOR GONORRHEA. Address,
WM. BENNER MEDICAL CO., Tiffin, Ohio.

"WHAT HAPPENED TO
WIGGLESWORTH,"

book of humorous sketches, just published
by Dickerman & Son, Boston, is by W. O.
Fuller, editor of Rockland (Me.) Courier-Gazette.
Will be on sale everywhere, read by everybody.

DON'T

Suffer with corns or calloused feet while
you can buy "OLD RELIABLE"

Harris Corn Salve

the same as made for twenty-five years
by the late C. H. MESERVE, of the prin-
cipal jobbers throughout the U. S. and of
all retail dealers who keep the best article
made. Manufactured and sold at whole-
sale by

MRS. M. E. MESERVE,

P. O. Box 45, East Boston, Mass.

We await your inquiries

Est'd
1853.*Gordon & Gorton*

15

St. Bride St.,
LONDON.**British Advertisers' Agents****The Frost (Minn.) Record**

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

**THE HAYNESVILLE, ALA.,
LOWNDES NEWS**

is one of the few good country weeklies in the State, having a circulation large enough to be of value to the general advertiser. Circulation, 1,300 copies a week. It is the paper which goes into nearly every home in the county. Read by a prosperous class of people who are engaged in cotton growing and farming. Advertising rates reasonable. Service good and valuable.

**THE
Catholic Universe**

Established July 4, 1874.

An Eight-Page Family Newspaper, Published every Friday Morning. It has a wide circulation, and contains the Official Diocesan News for 300,000 Catholic people.

ADVERTISING RATES made known on application.

CATHOLIC UNIVERSE PUB. CO.,
48 Public Square,
CLEVELAND, OHIO.

ATTENTION, DRUGGISTS!

FLORIN BLM removes paint and grease from clothing, carpets, silk or woolen goods; cures dandruff or chapped hands. 5 cs. box and circular 50c. retail. Special offer to Druggists for 30 days. You want it. It sells on sight. **MCCORMICK & GREENING CO.,** Box 45, Monroe, Mich.

DRUGGISTS

During the next three months, we will print and deliver, all transportation charges prepaid, to any druggist in the United States, a good quality drug envelope for

\$1.25 per thousand.

Six different grades and sizes ranging in price from \$1.15 to \$1.40 per thousand. On orders for more than one thousand, deduct 15 cents from the thousand rate on each 1,000 after the first. Remit by money order or New York draft.

The Maryland Pub. Co.,
ANNAPOLIS, MD.
Druggists' Printing a
Specialty.

**THE COMMERCIAL STAMP TRADE JOURNAL,
126-132 Market St., Chicago, Ill.**

This is the only medium of communication in the world, representing Steel and Rubber Stamps, Stencils, Seals, Check Perforators and all kinds of office novelties. Kindred Stationery Supplies also find this JOURNAL just what they need to reach the trade. An advertisement placed with us will go the world 'round before it stops. We can prove it. Write for terms. Subscription price \$1 per year. Address **COMMERCIAL STAMP TRADE CO.,** 126 Market St., Chicago, Ill.

**WHITE'S
BACKACHE
PLASTER**

Send us a \$1 bill or money order for \$1 and we will send, express paid, 1 dozen WHITE KIDNEY AND BACKACHE PLASTERS, size 6½x10½, spread on special felt. Cut shows shape. We have customers that sell three gross a year. Your dollar pays for exp. and adv. We put up the plasters. Two dozen, two dollars. Retail price, 25c. **ROCHESTER DRUG CO.,** Rochester, N. Y.



Mail us a \$1 bill or m. o. for \$1 and we send you, express paid, ½ doz. TURKISH SHAMPOO SOAP and ½ doz. TURKISH HAIR DRESSING, 25c. size, retails \$3; also window display. These goods contain Resorcin. The \$1 pays exp. and boxing. We invest goods and display to introduce.

ROCHESTER DRUG CO., Rochester, N. Y.

**TO**

the advertiser naturally disgusted over having his carefully prepared and often costly circulars tossed into the waste-paper basket unopened, I offer an inexpensive remedy for that widespread foe to profitable advertising. Let such a man (and there certainly are thousands of him)? take one of his regular printed letter headings and simply write upon it these five words: "Please tell me about it"—then enclose two 2-cent stamps and mail it to me, and I will answer him by return mail. Postal cards will not be noticed by

FRANCIS L. MAULE, 402 Sansom Street, Philadelphia.

The True Northerner

Paw Paw, Mich.

One of Michigan's old, well-established and substantial weeklies. Largest circulation in Van Buren County guaranteed. Circulation proved to advertisers.

Don't leave us off your list. One rate to all.

THE TRUE NORTHERNER PUBLISHING CO.,
PROPRIETORS.
M. O. ROWLAND, Editor and Manager.

The Joliet Daily News

An Independent Daily Paper

of 8,000 circulation (guaranteed), going directly into the homes of the best class of people.

No street sale. Purely home circulation. For rates address

H. E. BALDWIN, Adv. Mgr.

Youngstown, Ohio, Vindicator

DAILY:	SUNDAY:	WEEKLY:
10,000	10,000	9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates Address

LaCOSTE and MAXWELL, 38 Park Row, N. Y.

Tel., 3293 Cortland.

SPECIAL NEWSPAPER REPRESENTATIVES.

The Midland, Mich., Republican,

T. W. CRISSEY, Publisher.

Midland is the County Seat of Midland County, Michigan, and the Republican is the only paper in the county that furnishes sworn statements of circulation to the Directories.

Such advertisers as H. E. Bucklen & Co., Royal Baking Powder Co., Scott & Bowne, Chamberlain Medicine Co., Swift Specific Co. are among its regular patrons.

It is in a good field and it "gets there."

The Cumberland Presbyterian

FOUNDED
1840.

The Official Organ of the Cumberland Presbyterian Church. The only paper of general circulation published in the interest of the 200,000 members constituting the denomination which it represents. One of the few religious papers which furnishes a sworn statement of circulation, and one of still fewer papers of any kind which place a positive guaranty between reader and advertiser. For rates or other information address

C. P. PUBLISHING HOUSE,
Nashville, Tenn.

According to the
American Newspaper Directory
for June, 1901, the

Jersey City Journal

is credited with the
Largest Circulation
accorded to any daily paper
in New Jersey
with but one exception



The American Amateur . . Photographer

In its thirteenth year of publication

Edited by Dr. JOHN NICOL and F. C. BEACH

Continues to be for most photographic publication in this country 80 pages monthly, including 12 half-tone illustrations and 48 reading pages carefully edited, it is thorough an up-to-date. "Indispensable to the aspiring photographer" is the testimony of hundreds of leading amateurs and professionals throughout the country. Handsomely printed, read and preserved by its subscribers, it offers a valuable and exclusive field to advertisers. Rates: \$30.00 per page, \$15.00 1/2 page, \$7.50 1/4 page \$2.50 per inch. 20c. per line. Size of type matter page, 7x1 1/4 inches. Subscription price \$2.00 per year. Single copies 20 cents. Special rates made to subscription agencies and dealers in photographic materials.

The American Photographic Publishing Co., Publishers, 361 Broadway, N. Y.

Every City Takes the Step,

In its newspaper affairs, which divides it forever from the Town dependent on outside papers for its news. Some newspaper, realizing the growth and progress of the place, jumps at one bound into extreme prominence, and not only becomes many times greater than its slower contemporaries, but drives out the papers from the larger cities and furnishes the news itself to the progressive people, thus attaining Metropolitan Circulation.

This is what has happened

In Trenton, N.J. It's the Times

Circulation now above 11,000 and still growing. Covers every family in Trenton, and goes to 50 towns, too. Greater circulation than all other daily papers in Trenton put together.

THE PATRIOT

HARRISBURG, PA.

Oldest Daily Newspaper in that City.

Wields an influence gained by a successful existence of nearly fifty years.

ONLY MORNING PAPER.

Staten Island Transcript

(Established 1881.)

THE ONLY NEWSPAPER PUBLISHED
on the lower half of Staten Island,

Circulation for the past 3 months has averaged 1,478. Published every Saturday morning at Tottenville, N. Y.


CORNELIUS SHEA, Editor and Publisher.

Advertising Rates on Application. Address,

THE TRANSCRIPT,

Tottenville, N. Y.

EVERY SATURDAY




SPORTING LIFE

**Base Ball, Trap Shooting
and General Sports**

For 15 Years the Acknowledged Authority
Advertising Rate, 15 cents a line.

Sporting Life Publishing Co. Philadelphia, Pa.



The Most Independent and Comprehensive of Medical Journals.

FIFTEENTH YEAR.

Advisers often have motives of their own But advertisers who investigate for themselves can ascertain positively that

"MODERN MEDICAL SCIENCE"

is a medium unsurpassed in the two grand factors of profitable advertising. What are they? First:—Comprehensive Circulation. The Medical Circulation of "Modern Medical Science" is never less than **20,000** in any month—prove it any way you will—and penetrates every section of English-speaking America. Second:—Interesting and valuable to its class of readers. Intelligent comparison of any number of "Modern Medical Science" with any other medical journal whatever will find in it the freshest and fullest production of important Medical Intelligence anywhere to be found in periodical print; and the actual returns to its advertisers confirm the presumption that it must therefore be looked for and read with uncommon interest by physicians.

WM. COWPER CONANT, EDITOR AND PROPRIETOR,
466 W. 151ST STREET, NEW YORK.

10,000 Union Men Read The
UNION AGENT

every month. Best advertising medium
 in Kentucky. Send for sample.

C. H. SIDENER, Editor,

Covington, Ky.

THE ONLY CATHOLIC PAPER IN TORONTO.
 THE PUBLISHING CENTER OF CANADA.

The Catholic Register

Has a national circulation and is approved by the hierarchy of the Dominion. Catholics form over forty-one per cent of the total population of Canada. References given as to results in advertising by leading advertisers. Published every Thursday at

NO. 9 JORDAN ST., TORONTO, CANADA.

D'ARCY HINDS, Advertising Manager.

P. F. CRONIN, Editor and Manager.

**There is only one way to effectually reach ALL
 the Wholesale and Retail Druggists of Canada.**

The way is through the columns of

The Canadian Druggist

Acknowledged to be **THE Druggists' Trade Journal
 of Canada.**

Our Circulation, the trade of the entire Dominion from
 the Atlantic to the Pacific Ocean.

Our References, Our advertisers, and a glance at the
"DRUGGIST" will show the class we represent.

*Advertising Rates on Application. Date of Publication, 15th of each
 month. Copy received up to 7th. Frequent changes
 of Advertisements solicited.*

The Canadian Druggist
Toronto, Canada.

If You Write Ads



(and prefer to continue writing your own ads) we have a new plan of help that will save you money, time, work and worry. Equally efficient for newspaper, booklet, circular, store paper and trade paper advertising. If you are interested we would be glad to send you invaluable information

FREE.

Be sure to mention this ad.

HARPER SYNDICATE,

Columbus, Ohio.

ARE YOU AN ADVERTISER? READ THIS:

MESSRS.....

Gentlemen: As advertisers you surely know the American Newspaper Directory, the standard book of its kind in America. You will find that the **ARAUTO** is the only Portuguese paper rated with figures in the Directory. As advertisers you must know Geo. P. Rowell, the highest authority on advertising in the U. S. He has contracted for several hundred inches space in the **ARAUTO**. Two other advertising agencies of New York and Chicago have contracted for liberal space in this progressive paper.

Do you wish more and better convincing proofs of the usefulness of the **ARAUTO** as an advertising medium? Try it yourselves.

Yours truly, J. de Menezes.

Ads received directly or through Geo. P. Rowell Advertising Agency.

THIS IS *La Patrie*

A French Daily Paper published in Montreal, Can. Its Circulation?

30,547

Where it circulates? Amongst the best French population. Its merits? It is a Home Paper. Its advertising rates? Low. Its advertisers? The shrewdest in the country. The French people of Canada, use, wear, drink and eat everything the United States produce. Do you want them for customers? Tell them so in the columns of **LA PATRIE**. Let us discuss advertising with you.

LA PATRIE PUBLISHING COMPANY,

77, 79 & 81 St. James Street, Montreal, Canada.

MR. LUTHER R. MARSH,

The eminent New York lawyer, who was at one time a law partner of Daniel Webster, and who is now upwards of ninety years of age, writes us, under date of August 10, 1901: "Your **MAGAZINE OF MYSTERIES** reaches out with long arms covering the whole field of Psychic and Spiritual Truths. I am so well pleased with it I wish it continued to my address regularly and to that end inclose one dollar for a year's subscription."

A Sample Copy Free.

Every reader of this paper can have a sample copy free by sending their name and address with a two-cent stamp to the **MAGAZINE OF MYSTERIES**, 22 North William St., New York City, and saying that they saw this offer in *Printers' Ink*.

In six issues the circulation has reached 20,000 copies. The September issue had to be reprinted to supply the demand.

Every Druggist should have this Book,
"How To Do Business;"

Or, The Secret of Success in Retail Merchandising.

BY GEO. R. MCLEAN,

The Most Comprehensive, Valuable and Practical Treatise on Business, and How to Successfully Do It, Ever Published.

A text-book of practical hints, rules and examples of such rare value that every one, no matter how old or experienced, cannot but derive absolute and positive value from its teachings—while to the young novice it is a hand-book and treasure of indispensable value.

AGENTS WANTED.

Full Agent's Outfit, including the \$2.00 Book, on receipt of \$1.00.

Book sells to every storekeeper in all lines.

Postpaid on receipt of \$2.00.

SPECIAL—To all druggists who will try and secure us an agent, we will send book, express prepaid, for **HALF PRICE (\$1.00)**.

JEFFERSON JACKSON, Publisher,

315 Dearborn St., Chicago, Ill.



A New Hoe Press

with a capacity of 4, 6, 8, 10 and 12 pages is being built for the

Chester Times

We are not installing an expensive machine like this for an advertisement, but our business has outgrown an eight-page paper consequently the change.

Circulation guaranteed over 7,500 copies daily. Write for rates or consult

WALLACE & SPOUL, Publishers,
Chester, Pa.

New York Representative,
T. R. NORTHRUP, 220 Broadway

THE SAINT PAUL GLOBE

is the official paper of the city.

C. H. EDDY, Eastern Representative,
10 Spruce St., N. Y.

Druggists Send for circulars of the **HYGIENIC WATER-SEAL COMMODE**

IN SUBURBAN HOMES where modern bathroom facilities are denied, the **HYGIENIC WATER-SEAL COMMODE** is an **ABSOLUTE NECESSITY FOR COMFORT AND SANITATION.**

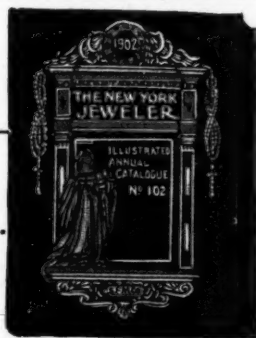
IN SICKNESS, especially in **Contagious Diseases**, the Commode is indispensable in every home, as the **WATER-SEAL** prevents escape of all germs and odors. It is light and portable; made of best galvanized iron; will last a lifetime. Provided with disinfectant receptacle. Indorsed by leading physicians and nurses. Not only private homes, but all Hospitals, Sanitariums, Summer and Winter Resort Hotels and Cottages. Schools and Colleges, need a supply of **HYGIENIC WATER-SEAL COMMDES.** **PRICE \$3.** Purchaser pays express charges. Send for Illustrated Circular. Special Wholesale Price to all Druggists.

HYGIENIC WATER-SEAL COMMODE CO., Como Building, Chicago, Ill.

THE New York Jeweler

Annual Catalogue.

80,000 Illustrations.



500 Pages, Size 8x12.
Among Druggists' Sundries

For
1902
NOW READY

Uniform List Prices.

100,000 Quotations.

Gold Pens, Silver Novelties and Optical Goods are recognized side lines. We carry a large stock of these, as well as complete assortments of **WATCHES, DIAMONDS, JEWELRY, SILVERWARE, CLOCKS, CUT GLASS, MUSICAL MERCHANDISE, PHOTOGRAPHIC SUPPLIES, TOOLS;** in fact,

EVERYTHING APPERTAINING TO JEWELRY AND KINDRED LINES.

Our business requires, and we occupy, the largest salesrooms in our line. As heavy distributors on close to cash terms, our prices are always the lowest.

S. F. MYERS COMPANY,

MANUFACTURING AND WHOLESALE JEWELERS.

MYERS BLDG., - 48-50 MAIDEN LANE, - NEW YORK.

Mention Dept. "W. 10" when sending for catalogue.

ESTABLISHED 1863.

Every Wholesale

... AND ...

Retail Druggist

in the country should keep in close touch with advertising matters through the regular reading of

Profitable Advertising

The Advertiser's Trade Journal.

A magazine of *ideas* covering the whole subject of publicity in all its phases. The largest, handsomest and most valuable publication of the kind issued. Every edition contains from 80 to 140 pages profusely illustrated and perfect typographically.

Subscription price, \$2.00 per year.
Foreign " 2.50
Sample copy 20 cents if **PRINTERS' INK** is mentioned.

Special Bargain.

If ordered at once, Volume 10 complete (June, 1900—May, 1901, inclusive) will be supplied at \$1.00; almost 1,000 pages original text, fully illustrated and containing many handsome specimens of color work.

Address

Profitable Advertising

140 BOYLSTON ST., BOSTON, MASS.

KATE E. GRISWOLD, Publisher.



The above is a reproduction of the first page of the **Press-Republic's** Centennial Edition in honor of Springfield's (Ohio) one hundredth anniversary.

The great manufacturing of Springfield produce more agricultural implements than any other city in the world—Chicago excepted.

Springfield supports but one complete daily newspaper—THE

PRESS-REPUBLIC

The actual paid circulation averages more than 8,000 daily and is guaranteed to exceed the combined circulation of all other Springfield dailies.

LACOSTE & MAXWELL,
38 PARK ROW,
NEW YORK.

Eastern Representatives.



It will pay advertisers who contemplate seeking

Christmas Trade

to communicate with

**J. WALTER
THOMPSON
COMPANY**

**TIMES BUILDING
NEW YORK**

**5½ Rookery, Chicago
31 Milk Street, Boston**

The Magazine of Mysteries

Is a phenomenal success and has jumped into an unprecedented popularity in a few months. The six issues were as follows: May 5,000, June 8,000, July 10,000, August 12,000, September 12,000, then 2,000 more were printed to supply the demand for the September number. Of the October issue 20,000 copies have been printed.

Have You Seen It?

You can have a copy gratis if you will send your name and address, with stamps, and say that you saw this offer in this paper.

WORTH \$100 A YEAR.

Gentlemen:

Inclosed please find postoffice order for one dollar for my subscription to your **MAGAZINE OF MYSTERIES**. I can hardly wait for the next number and would consider it cheap at **ONE HUNDRED DOLLARS A YEAR**. Money could not buy the benefit I have derived from the four copies already received.

Jno. C. CHILDS, Rome, Ga.

For a free sample copy address with stamp,

THOMPSON & CO.,
22 N. William St., New York.

RIPANS

I began to get headaches and sour stomach in the morning. I would vomit and have a nasty taste in my mouth. The young man in the drug store told me to try Ripans Tabules. I took them regularly and now I feel entirely cured. I was astonished and so were my friends.

Five Cents for Package
Containing Ten.
One Gives Relief.



1890

1901

Thirty Different Church Magazines published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

ADIFFERENT MAGAZINE PRINTED

EACH DAY OF THE MONTH for a different Church—the 30 in 30 days.

AN EXCELLENT ADVERTISING MEDIUM

for the general advertiser. Used and indorsed by the best firms. Carry the following ads: Fears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hire's Root Beer, Electro Silicon, Knox's Gelatine, Uneda Biscuit, Winalow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to

THE CHURCH PRESS ASSOCIATION
300 South 16th St., Philadelphia, Pa.

The Northwestern Druggist

OFFICIAL PAPER OF

Minnesota Pharmaceutical Association.

South Dakota Pharmaceutical Association.

North Dakota Pharmaceutical Association.

Alumni Association of Minnesota College of Pharmacy.

Minnesota Pharmaceutical Commercial Travelers' Auxiliary.

Gives the Retail Druggists of the Northwest just the Trade Pointers and News in which they are particularly interested and hence is widely circulated and closely read.

It is not a House Organ.

It is not a Price List.

It is not a "Give-away."

It costs one dollar per year and is well worth the price.

THE CHAPIN PUBLISHING COMPANY,

MINNEAPOLIS, MINN.

To the Publisher

The special edition of PRINTERS' INK which will go to press October thirtieth—and mailed to every cigar manufacturer in the country, in addition to the regular subscribers—will have a circulation of about 25,000. It offers an exceptional opportunity for advertising a good newspaper, and every paper that considers itself a good one can advertise in this edition to advantage.

We solicit your order for advertising in this special issue. A Page costs \$100. Half Page \$50. Quarter Page \$25.

ORDER AND COPY SHOULD
REACH US ON OR BEFORE

October Thirty.

ADDRESS

GEO. P. ROWELL & CO.,
10 Spruce Street, New York.

"The Three Magnets"

THE appropriateness of the above title in connection with our publications is never questioned by advertisers who use our columns. Our patrons are successful advertisers.

Over 800,000 Homes (all in rural districts) of real live mail order buyers are visited each month by **Popular Fashions, The Fashion World** and **New Styles**. All of the purchases made through the mails for these homes are led from the announcements in our three unexcelled "pullers."

Do you want a share of the "Cream"?

Popular Fashions

Guaranteed circulation each month

500,000 Copies

Rate, \$2.00 per agate line.

The Fashion World and New Styles

Guaranteed combined circulation each month

300,000 Copies

Combination rate, \$1.00 per agate line. No individual rate on either of these two papers, and no order accepted except for both.

Guaranteed combined circulation of our three publications

800,000

Rate for all three, \$3.00 per agate line.

**POPULAR FASHIONS CO.
79 Fourth Ave., New York.**

The Beauty of Youth

ABSOLUTELY HARMLESS
ANTISEPTIC,
EMOLLIENT AND CURATIVE

Recommended by physicians and scientists as a healthy and harmless substitute for injurious lotions and cosmetics. This preparation is a natural beautifier for preserving the skin, rendering it soft and flexible, and is a product of the **Benzoine Tree**.

After long research and experiments, we have discovered at last what humanity has been trying to do for years—a preparation that will renew Youth and restore Elasticity and Beauty to the Skin, produce a **Perfect Complexion**, remove all blemishes, and cure permanently.

No perfume used in this preparation—only the natural aroma of the Benzoine Tree. Superior to anything on the market for use after shaving and for removing shining appearance of the skin.

Apply to the face after bathing and rub dry with the hand.

Special Offer to Retail Druggists

To introduce our goods and to let you test their merits and selling qualities we will make you the following offer:

REGULAR RATES TO DRUGGISTS			SPECIAL OFFER for first order 1 dozen each size		
\$1.00 size,	. .	\$8.00 per dozen	\$1.00 size,	. .	\$4.00 per dozen
.50 "	. .	4.50 "	.50 "	. .	2.25 "
.25 "	. .	2.25 "	.25 "	. .	1.15 "
We furnish any quantity of fine folders for advertising.			Cash with order.		

PRICE, \$1.00 PER BOTTLE.

MANUFACTURED BY THE

Missouri Medical and Chemical Co.
ST. LOUIS, MO.

HALF AN EYE

Is all a shrewd business man
needs to employ, when consider-
ing the Chicago field, to see that

The Chronicle

occupies a unique position in
that territory. It is read in the
homes of the best people, and
the confidence they place in the
paper extends to the advertisers
in its columns.

YOU NEED IT

H. W. SEYMOUR, Publisher,

164-166 Washington Street,

New York Office,

124 World Building.

The Treasure Territory's Chief Newspaper.

Positively the only medium covering the vast territory between the Southern boundary of Colorado and Southern California.

Present population 125,000. Increasing at the rate of more than 5,000 yearly.

Phoenix Arizona Republican

Daily, Sunday and Weekly, guarantees a circulation greater than that of all other papers in Arizona, combined. A modern newspaper equipment producing a first-class home paper, published at the Capital of a coming great Southwestern State. Rates for space are reasonable. Guaranteed circulation for first six months, 1901,

5,187 Copies Daily

Further information of

ARIZONA REPUBLICAN,

Phoenix, Arizona,

or La Coste & Maxwell

38 Park Row

New York

Over 200,000 Homes

in the Great Central and Western States are reached by . . .

CONKEY'S HOME JOURNAL

Many of the leading advertisers are regularly using keyed ads on a till-forbid order—the best known test that a publication pays the advertiser.

There is not a better medium for the price, only 80 cents per agate line.

Send for sample copy and further particulars.

**W. B. CONKEY COMPANY,
CHICAGO.**

The Hearthstone

The Expensive Theory.

Some of the "old school" general advertisers claim that any publication which brings large direct results is useless for general results, affecting to believe that country people are so constituted that they will use the monthly publication for mail orders only, but the minute that they desire anything good and useful in their home life they return to their local paper or their religious and agricultural weekly for the information that enables them to make their purchases to the best advantage.

The Actual Condition.

The shrewd, progressive, up-to-date advertiser is acting on the belief that the publication which really has the influence is the one that can influence its readers to send money by mail. The publication that stands well enough with its subscribers to induce them to place their money in the hands of its advertisers for goods which cannot be seen until they are delivered, is the one that has the pull with the people. There should be no better argument with the general advertiser than this fact.

The Real Test. . . .

Eight years ago THE HEARTHSTONE carried a total of 137 advertisements in the January issue. In the January, 1901, edition there appeared over 300 advertisements, and out of this number 115 of these advertisements were placed by advertisers who were with us in January, 1893, and they have hardly missed an issue in eight years.

The value of any publication can only be determined by the actual traceable results from advertising in its columns.

The average circulation for the past twelve months, shown by original Postoffice Mailing Receipts, *EXCEEDED*

787,000 Copies Monthly.

ADVERTISING RATE.

Display — \$2.25 per agate line per month.	No time discount.
Reading — 3.80 per line agate measure.	No short rates.

ADDRESS:

THE A. D. PORTER CO., Publishers,

52 to 58 Duane St., New York.

CHICAGO OFFICE: 134 MONROE ST., CHICAGO.

The Hearthstone

FOUND US OUT!

Knoxville's *local advertisers*
discovered years ago that

THE SENTINEL

was

The Best Medium

Now the *foreign advertisers* have reached the same conclusion. We carry more advertising of both kinds in six days than any other Knoxville paper does in seven.

Sworn circulation exceeds
6,100 daily
average — larger
than any other
paper in this
territory.

**THERE'S
MONEY FOR YOU
IN
KNOXVILLE
AND
TENNESSEE.**

Detailed circulation statement
on file with all
general agents,
and will be sent
on request.

Knoxville's population, 32,637, and with suburbs, 51,000; Knox County, 74,304. Growth in ten years, 45 per cent. Largest city between Washington and Birmingham. It's a lively city in the industrial South and *you can't afford to neglect it.* Write

THE KNOXVILLE SENTINEL CO., KNOXVILLE, TENN.,
OR

J. E. VAN DOREN SPECIAL AGENCY,
Temple Court, New York. Boyce Building, Chicago.

In every city there is one
acknowledged leading newspaper.

AT MILWAUKEE

no one any longer questions
the right of the

Milwaukee Journal

to occupy first place. The Journal is
quoted the most, is abused the most and
is read by the most people of any news-
paper published in the State.

The sworn daily average circulation of
The Journal for August was

25,962

a circulation equal to the combined circula-
tion of the other English evening news-
papers.

No other daily at Milwaukee willing to
have its circulation records investigated
dare question those figures.

A glance at The Journal's classified col-
umns will show its strength with the masses.
In display advertising it has no rival.

THE JOURNAL COMPANY.

STEPHEN B. SMITH,
30 Tribune Bldg., New York.

C. D. BERTOLET,
706-707 Boyce Bldg., Chicago.

The Best Literature

For 1902, at a

DISCOUNT
OF

40

PER
CENT.

Everybody's Magazine (Wanamaker) \$1.00	}	for
World's Work 3.00		
McClure's 1.00		
New York Lancet . . 1.00		

\$6.00

\$3.60

All Four to Same or Different Addresses, **\$3.60.**

The New York Lancet will INTEREST ANY DRUGGIST. Or, do you want to win the favor of some physician? You can by presenting the subscription to the Lancet to him, retaining the other periodicals for yourself.

Some Advertisers Say "No other journal brings such good results." Perhaps this is because subscribers say "We look for it and read it."

Rowell's Directory Report.—Average for 1899, **9,042**
Average for 1900, **12,750**

We now circulate nearly **14,000.**

THE NEW YORK LANCET,

156 FIFTH AVENUE, NEW YORK.

"An excellent work."—**New York Observer.**
"It is safe to predict for it a large and ready sale."—**Minneapolis Tribune.**

One of the
BEST SELLING BOOKS.

Place your order now for the
HOLIDAY TRADE
"THE QUEENS OF ENGLAND."

By MARY HOWITT. Revised by GENEVA ARMSTRONG.
HOLIDAY EDITION, 12 MO. ILLUSTRATED.

Price \$1.50

From the Press April 1, 1901; now in 3d Edition

"It is a capital work to place in the hands of young people generally."—**Milwaukee Sentinel.**

"Your revised Edition of the Queens of England should sell everywhere."—E. O. CHAPMAN, Editor The Bookseller, Newsdealer and Stationer.

"The book has all the charm of a fascinating novel."—**The Sunday States, New Orleans.**

"Nothing could be more pleasing."—**Christian Endeavor World.**

"A work that we can in every way most cordially recommend."—**The Christian Standard.**

"For the sake of the portraits alone the book is worth owning."—**Boston Herald.**

ORDER FROM ANY WHOLESALE BOOKDEALER, OR
DIRECT OF

B. S. WASSON & CO., Publishers
91 and 93 S. Jefferson Street, CHICAGO, ILL.

Liberal discount to the trade. Write for prices and mention Printers' Ink.

**...THE...
WICHITA EAGLE**

Is Not Installing a

**...NEW...
QUAD PRESS**

As an advertisement, but because it
is forced to do so on account of its

**CIRCULATION AND
INCREASED VOLUME
OF BUSINESS**



**R. P. MURDOCK, Business Manager
S. C. BECKWITH SPECIAL AGENCY**

**Tribune Building, New York City
The Rookery, ✿ ✿ Chicago**

Over **25,000** Copies

Just a Gentle Little Hint for You

THE FARM HOME

Springfield, Illinois

Reaches the farmers of the richest section of agricultural America. It appeals to them with especial force, because it is published "right at home." It is carrying more than double the advertising this year that it carried last year. It made this increase solely because it paid advertisers who want to sell in the Great Corn Belt.

It reaches the prosperous families of the farming class of the Great Corn Belt. The FARM HOME is liberally patronized by many of the best advertisers in the country, and considered by them an excellent medium. Subscription one dollar per year. Every farmer should subscribe for the FARM HOME. Advertising rates on application.

CAMPBELL'S ILLUSTRATED JOURNAL

A Large Circulation, a Low Rate.



CAMPBELL'S ILLUSTRATED
JOURNAL enjoys a large and
rapidly increasing circulation in
the rich Middle West.

It is well edited and neatly printed. Circulation books open to all its advertising patrons.

Let us hear from you.

CAMPBELL'S ILLUSTRATED JOURNAL,

Manhattan Building,

CHICAGO, ILL.

Destiny!

FOUR years ago, who thought the Hon. Theodore B. Roosevelt, a young man almost unknown outside of his own State, would be our President to-day?

Eight years ago, which ink man ever dreamed that eight thousand different concerns located in all parts of the world would send eighty thousand ink orders, each accompanied by the cash, to an unknown factor in the trade whose only guarantee was that the money would be refunded if the goods were not found as represented.

Laurels have oftentimes been won in a night, but without good qualities they are soon forgotten, as the wave of popularity is very fickle.

H. H. Vreeland once remarked, "What is the use of being a hero to the world at large, if every time you look in the glass you see a no account?" There were no elevators in my house of success. It was slow, steady climbing attained through perseverance and pluck. My customers were my agents.

When they were dissatisfied they so informed me and I immediately remedied the difficulty.

Send for my price list. Be your own judge.

ADDRESS:

PRINTERS INK JONSON,
17 Spruce Street, NEW YORK.

Next to the Top and Still Growing



In twelve years under the present management,

The Philadelphia Inquirer

has reached the position of the second newspaper in the country in the printing of advertisements. Advertisers first used its columns as an experiment. These experiments resulted in their becoming regular advertisers, and to-day The Inquirer is within five hundred lines of the top notch.

But the following statement of advertising in the leading newspapers during the month of August, 1901, speaks for itself:

		Lines in August 1901.	Lines in August 1900.
World	New York	454,904	405,406
INQUIRER	PHILADELPHIA	454,500	362,700
Eagle	Brooklyn, N. Y.	443,036	356,364
Tribune	Chicago	429,792	393,126
Record	Philadelphia	378,300	297,300
Examiner	San Francisco	326,900	No report
Journal	New York	316,700	290,535
Record-Herald	Chicago	310,173	230,622
Times	New York	305,176	221,986
American	Chicago	271,242	166,053
Plaindealer	Cleveland	268,800	197,575

These figures represent the total number of lines of advertisl printed in the newspapers during the months of August, 1900 and 1901. Advertisers never agree upon one newspaper as a medium unless there is a reason for it. They judge by results.

The Inquirer prints more paid advertising than any other newspaper in the entire United States, outside of Greater New York.

Advertisements in The Inquirer always bring positive results. The volume of advertisements printed proves this.

THE PHILADELPHIA INQUIRER

1109 Market St., Phila., Pa.

NEW YORK OFFICE
Nos. 56-57 Tribune Building

CHICAGO OFFICE
506 Stock Exchange Building